

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 18, 1987

a Benn publication

API loses High Court case on PI substitution

NI gets ESPS: — 20 to close?

Hydrocortisone: 27 OTC licences from April 30

Trademarks: the name game

ABPI calls on DHSS to meet patent 'contract'

Vantage launch more services in Vienna — Council moves to relax supervision



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## COMMENT

To the many pharmacists who do not use parallel imports the question of whether it is legitimate to substitute a PI product against a prescription for a UK preparation when the two are identical in all respects except the brand name, is only of passing interest (p678).

However, the High Court ruling last week does throw up some interesting points. The first, and most general, must be that it highlights yet again the insidious permeation of EEC law into all aspects of business and professional life in the UK.

Secondly, in his judgment Lord Justice May says that taking into account the general intent of EEC legislation in the import-export field and the tenor of European Court decisions on the effect of Article 30 (which prohibits quantitative restrictions on imports between member states) the court was attracted to the API's arguments for a substantial part of the hearing.

The API was indeed confident of its case before the hearing. The case foundered on the court's decision that it is in



reality the doctor who is the customer and who decides which product should be purchased. Community law has already established (Centrafarm BV v American Home Products Corp) that a difference in name is significant. Thus a PI with the name different from the domestic product is a different product, even though it be therapeutically and visually identical.

In the court's eyes the API's contention then boiled down to this: either that a doctor was content to have dispensed not only the product which he or she had chosen to name on the script, but anything of identical therapeutic effect irrespective of its name; or alternatively, pharmacists should be permitted

not to follow the script, but to dispense a different article (an open licence for generic substitution?).

The Court could not accept either contention, maintaining that in prescribing a branded domestic product, as opposed to a generic or a PI, a doctor was making a positive decision. And if the doctor is entitled to make a choice why should a pharmacist be permitted to over-ride it? And, as a last turn of the knife, Lord Justice May said there was nothing about the DHSS and PSGB position that "obstructed the importer in his entitlement to place his goods on the UK market for sale on terms identical to the suppliers of equivalent domestic products."

As a parting shot the judge said one way to reconcile both sides would be amend the FP10 form such that doctors could indicate if they wished the pharmacist to dispense an alternative product. Does he appreciate the minefield he is entering? The API may appeal, but at the end of round one legal logic would seem to have won the day.



# API loses High Court PI substitution case

The Association of Pharmaceutical Importers last Friday failed in its High Court bid to change the present policy forbidding chemists to dispense imported proprietary medicines on prescription unless they carry the identical name to the UK brand.

Lord Justice May, sitting with Mr Justice Simon Brown in the Queen's Bench Divisional Court, dismissed with costs the 18-member Association's claim for declarations that the present stance of the DHSS and the Pharmaceutical Society of Great Britain was in contravention of EEC free trade provisions.

The DHSS and the Society contended that their policies did not amount to a restriction on imports under EEC law.

Parallel import licences have been issued for about 220 products made elsewhere in the EEC which are generally identical with their UK counterpart. But at least 50 have different brand names, and 19 of these are among the top 300 most prescribed drugs of the 1,700 listed by the NHS.

Under the current Code of Ethics, pharmacists are not permitted to dispense parallel imports bearing a different brand name on a prescription for the UK product, even though the two may be therapeutically identical. The "inevitable" consequence was that pharmacists would not buy parallel imports with a different name from the domestic product, said Lord Justice May.

He said that in deciding the case the court had kept three considerations in mind: Doctors had the right to choose any product they like which would suit their patient. A parallel import with a different name was a different article to the domestic product even though it might be therapeutically and visually identical. Doctors, dentists and veterinary surgeons, the three professions qualified in law to prescribe drugs, were perfectly entitled to choose the domestic product in preference to the parallel import and prescribe accordingly.

"Doctors are in law just as entitled to prescribe drugs by reference to these sorts of consideration as they are to buy Jaguars rather than BMW motor cars," said the judge. "If, as we believe, a doctor is entitled to make a choice, why should the chemist be permitted to override it?

"All that the rulings under challenge

require is that the pharmacist should comply with and not thwart the doctor's choice; that is to say that he should dispense precisely what the doctor ordered. Nothing about them obstructs the importers in their entitlement to place their goods on the UK market for sale on terms identical to the suppliers of the equivalent domestic products.

"It is open to the Association to seek to persuade their potential customers, namely doctors, to order the products they desire to market. They cannot, however, successfully invoke Community law to require their customers to accept a brand named product which they have expressly indicated they do not want."

Lord Justice May added that, while hearing the case, it had occurred to the appeal judges that there ought to be a way of reconciling the situation. A suitable change to the prescription form could allow doctors to state whether a pharmacist should dispense an equivalent parallel import.

Brian Lewis, API chairman commented after the hearing: "We are astonished by this ruling. It preserves a ridiculous situation whereby pharmacists are not allowed to dispense parallel-imported medicines simply on the basis that the brand names are different from therapeutically identical UK drugs.

"The judgment is said to have been made in favour of preserving doctors' rights to choose what drugs they prescribe. We still contend that they do not have a choice at all — they must plumb for British-made brands every time. In our review that constitutes a restrictive practice under EEC law, and we are certainly considering taking this decision to appeal."

## Unhappy Scotts: talks delayed

The meeting of Scottish contractors unhappy with their position under the new contract has been postponed after the intervention of Pharmaceutical Council chairman Ian Mullen.

He has offered to circulate essential small pharmacies with details of the meeting, which he is also planning to attend, it is understood. The meeting is now likely to take place on May 12 at the Dean Park Hotel, Renfrew at 7.30pm.

## Maxepa on FPIO

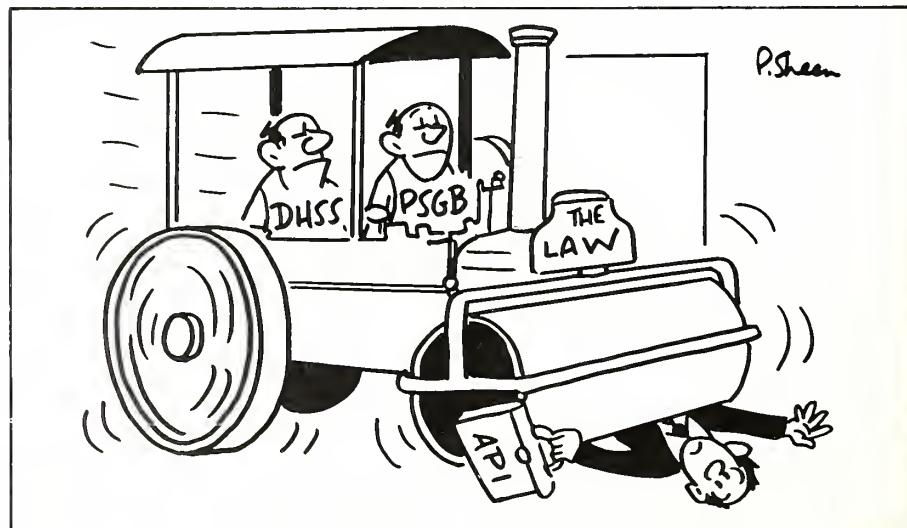
Maxepa should soon be prescribable as a lipid lowering agent.

A product licence has been granted for the oil and capsules for use in the treatment of severe hypertriglyceridaemia, and the product is expected to be available on FPIO towards the end of May. The dose will be 5ml twice daily. The oil is high in omega-3 polyunsaturates and is thought to work by inhibiting triglyceride synthesis in the liver. Duncan Flockhart will be releasing prescribing details in the next few weeks.

## Stabbed dead

Pharmacists Audrey Knight was found dead from stab wounds in her Tunbridge Wells home last week.

Mrs Knight, 55, was a mother of five and worked part-time in Boots the Chemists in Sevenoaks. Her husband, John Knight, has been charged with murder at Tunbridge Wells Magistrates Court, and will appear in Court again on May 6.



## ABPI calls on DHSS to meet patent 'contract'

The pharmaceutical industry meets its side of the "patent contract" by the early full disclosure of inventions to society. Let Government now meet its full part of the bargain by granting a 20-year period of protection, says James Diamond, retiring president of the Association of the British Pharmaceutical Industry.

For the second year running, Mr Diamond asked a Government Minister attending the ABPI dinner — this time the Home Office's David Mellor — for action on the patents issue. "Statements of intent are not enough," he said.

"Governments can help industries like ours in the protection of research investment. We were therefore disappointed last year when the Government postponed its long awaited Bill on intellectual property," Mr Diamond said. "We had been assured that the compulsory licence of right clause in the 1977 Patent Act would be repealed and that the Government was of a mind to act on restoration of patent term. We are still awaiting a resolution of both problems."

Mr Diamond looked back on a year in which the industry had concluded negotiations on a revised Pharmaceutical Price Regulation Scheme. "Return on capital is improved, but is not yet at the level established under the last Labour administration," he said. "It is still below the level of British industry overall. For a research-based industry, with high capital risk, this is unacceptable, but should be put to right in the next year or two if the spirit of the negotiations is honoured."

Mr Diamond drew attention to the significance of the pharmaceutical industry to the British economy. Investment last year in research and development increased to £544m, equivalent to 15 per cent of the turnover in ethical medicines, he said. "Substantial though that figure is, the Japanese are spending more than we are, and the Americans significantly more, both in the knowledge that the world market for medicines is extremely competitive." UK exports rose in 1986 by £100m over the previous year, to £1.5 billion, a record performance the industry hoped to improve upon in 1987.

Turning to the Consumer Protection Bill, Mr Diamond drew attention to the debate surrounding the development risks



ABPI president James Diamond faces up to Minister David Mellor



defence, which applies to an injury, unknown at the crucial time, and only being recognised as a result of further advances in technology.

"To disallow the development risk defence, as some consumer interests advocate, would stifle innovative research and development in many industries," he said. "Fault and negligence have no part in this argument; the question is one of unpredictable and unquantifiable risk."

"Paradoxically, the consumer would suffer most of all. If you don't want to hinder the search for better treatments for AIDS, cancer and heart disease, this defence has to stay in the UK legislation."

Lastly, Mr Diamond asked: "What price health?" In terms of cost per head and of gross national product, the UK is nearer the bottom than the top of the league of OECD countries. In 1986, the British spent twice as much gambling, four times as much on tobacco, and nine times as much on alcohol as they spent on NHS medicines.

"I suggest to you that 0.6 per cent of GNP is not too high a price . . ."

Responding, Home Office Minister David Mellor steered clear of the health questions posed by Mr Diamond, and concentrated on Government achievements in the fight against drug abuse and the animal experiments issue.

Mr Mellor said two things had made the Bill on animal experiments possible — the moderate members of the animal rights movement who were prepared to involve themselves in constructive dialogue, and the willingness of the industry to take part too. "The new law strikes a fair balance. It makes it clear that research should go on into pharmaceutical products."

Mr Mellor thanked the industry for its help in the battle against the abuse of drugs, both with its aid to the support group for the families of addicts, Adfam, in the funding of literature, and in cooperation of ABPI secretary Alan Massam, who serves on the Misuse of Drugs Advisory Committees.

## April 30 start date for OTC hydrocortisone

Certain hydrocortisone preparations will be available over the counter from April 30.

The POM (Amendment) Order laid last Thursday includes 27 different preparations from 18 manufacturers which are excluded by name from the POM class from April 30. Only hydrocortisone preparations named in the Order, which is "laid" before Parliament for 21 days before implementation, can be sold OTC as Pharmacy medicines.

Several of the companies involved have declared their hand by "pre-selling" products, presumably now for delivery before the end of the month. Of the others, it remains to be seen how many will reach the market for the launch date. Given the irregular appearance of such POM Amendments, several companies may have taken the opportunity to take out a licence, but may wait to see how the market develops before pumping in money to support a launch.

Anaflam cream	(Cox Pharmaceuticals)
Anaflam ointment	(Cox Pharmaceuticals)
Beecham hydrocortisone cream	
Cortaid cream 1 per cent	(Upjohn)
Cortaid ointment 1 per cent	(Upjohn)
Cortefze cream	(Ciba)
Cortiderm	(Chefarco)
Cortovate hydrocortisone cream 1 per cent (renamed Evacort cream)	(Evans)
Cortril topical ointment 1 per cent (non-greasy)	(Pfizer)
CP hydrocortisone cream 0.5 per cent	
CP hydrocortisone cream 1 per cent	
CP hydrocortisone ointment 0.5 per cent	
CP hydrocortisone ointment 1 per cent	
Dermacort hydrocortisone cream	(Richardson-Vicks)
Eicotelan P cream 1 per cent	(Glaxo)
Eicotelan Ointment 1 per cent	(Glaxo)
Hc45 hydrocortisone cream	(Crookes)
Kerfoot hydrocortisone cream 1 per cent	
Lanacort cream	(Combe International)
Lanacort ointment	(Combe International)
Medicort cream	(Care Laboratories)
Pharmacort cream 0.5 per cent	(Wyeth Laboratories)
Timocort hydrocortisone cream	(Reckitt & Colman)
Wasp-Eze hydrocortisone cream	(International Laboratories)
Wasp-Eze hydrocortisone ointment	(International Laboratories)
Zenoxone cream	(Biorex)
Zenoxone ointment	(Biorex)

□ The POM (Amendment) Order also includes four sustained release ibuprofen preparations. They are: Fenefen (Nicholas), Oriel capsules (Smith, Kline & French), Proflex sustained release capsules (Ciba) and Suspren (Nicholas).

## Plans for 20 closures as NI gets ESPS

Twenty pharmacies in Northern Ireland are planning to take compensation and close when the new contract comes into effect in the Province, it is understood; and 16 are reported to be interested.

The Pharmaceutical Contractors Committee has received a contract proposal from the Department of Health, and although full details have not been released some aspects have been settled.

The Essential Small Pharmacy Scheme is exactly the same as that adopted in Scotland, and on present reckoning there

will be 12 ESPs in Northern Ireland. The compensation scheme has also been agreed along the same basis as that adopted in Scotland, with payments based on 1,300 scripts a month.

PCC secretary Thos O'Rourke says the proposal as it stands is not satisfactory. It does not resemble that made to PSNC or the PGC in that there are three different bands of fees, and the script cut off figure is lower than 1,300 a month adopted in Britain. "The DHSS has come part way towards the figure we suggested of 800."

The PCC has met once to consider the proposal and will do so again, possibly next week, before calling a contractors meeting towards the end of the month or in early May. The DHSS is hoping to introduce the package on June 1, but to do so will have to reach agreement with the PCC before the end of the month, and this is unlikely, according to Mr O'Rourke.

## Contract safe from dispute

Implementation of the new contract should not be hindered by industrial action being taken by FPC administrators.

The statutory duty to implement the contract lies with the FPC and not the administrators, and this has been pointed out to them by the DHSS, says PSNC chief executive Alan Smith.

PSNC is concerned that administrators have refused to send drug alert

notifications on to pharmacists and has written to the DHSS asking for them to be sent direct to LPC secretaries. "We also feel that to involve other professions in their industrial action is a retrograde step," said Mr Smith.

The administrators are also refusing to certify monthly accounts and submit financial returns to the DHSS, and will participate on DHSS working parties.

■ PSNC will be meeting with the National Association of Pharmaceutical Distributors on May 6 to try to get a consensus from wholesalers on which product lines are charged at nil discount.

than the rate of inflation, as far as one can possibly help or predict that," he said.

Mr Tony Newton, the Health Minister, stressed that prescription charges provided around £150m in revenue and insisted that no government in its right mind would deny itself such a sum either "at one blow or gradually".

Alliance and Labour MPs forced a division and the Government secured a majority of 45 (142-67).

## Charges debate

No reference was made to the new contract in the Commons last week during discussion on a series of orders giving effect to health service regulations.

In a longer than expected debate only 59 minutes were available to discuss five motions, and the recent increase in script charges to £2.40 per item was the dominant topic.

Mr Frank Dobson, Labour's Shadow Health Minister, reaffirmed that an incoming Labour Government would reduce charges "substantially" on taking office and phase them out in the lifetime of a single Parliament.

Mr Simmon Hughes (Lib), an alliance spokesman on health, refused to give any commitment to end prescription charges on the grounds that to do so would involve making other areas of the NHS suffer.

"There will be prescription charges but at no stage will they be increased by us more

## Students want inspectors' help

A more active role for the Pharmaceutical Society inspectorate in the preregistration year is being called for by the British Pharmaceutical Students Association.

A network of inspectors working in co-operation with the PSGB law and education departments, and financed by a levy of £100-£150 on NHS contractors who undertake preregistration training was proposed by John Cohen (BPSA Executive) at the 45th annual conference in Edinburgh this week.

Inspectors are in an ideal position to help with preregistration training, he said. And if young pharmacists come into contact with inspectors at an early stage in their careers, they would develop a better attitude towards them. "They are unpopular with pharmacists because of the nature of their job".

Seconding the proposal John Gentle (BPSA Executive) said inspectors could work anonymously on behalf of students if they had problems with their tutors. The motion was carried.

The Conference also passed unanimously a proposal calling for greater emphasis on communication skills in undergraduate courses. Practising pharmacists should be involved in the teaching of these skills, said Jane Rodgers (BPSA Executive) and they should involve role playing and work shops. A brief survey of the schools of pharmacy showed delegates were dissatisfied with the way these skills are now taught.

However, a Nuffield recommendation that all students who are offered a place at a school of pharmacy be interviewed, found scant support. The BPSA Executive felt it was not practical or fair because of the expense and time involved, and more importantly, that the majority of students mature and learn to communicate more effectively during their course.

## Sauflon policy

National Pharmaceutical Association director Tim Astill, says that Sauflon Pharmaceuticals Ltd's decision to restrict distribution of their contact lens products to opticians, is an "unjustifiable restraint of trade" (C&D April 4 p585).

It is not in the interests of patients or anyone else to refuse to supply contact

lens solutions and similar products to pharmacists, who are well-qualified to understand their properties and advise patients on their use, he says.

In a letter to Sauflon Mr Astill asks for confirmation that they will not refuse to supply a pharmacist who requires one of their products to fulfil a prescription. "Opticians are not contracted or authorised to dispense health service prescriptions and our members are required to do so by NHS regulations," he writes.



"How safe is your safe?" The inevitable march of technology has finally made itself felt at the Pharmaceutical and General Provident Society. Due to computerisation of the records, two ancient safes which had been with the P+GPS since 1928 have been removed by crane from the top storey window at the NPA headquarters at Mallinson House

## 1,000 to open — 300 to close?

PSNC chairman David Sharpe estimates between 150 and 300 pharmacies will close down under the new contract but says that as many as 1,000 could yet open.

He stressed these figures were personal "guesstimates" only, the openings figure being based on at least ten new pharmacy registrations having been placed with each of the 98 FPCs by April 1, all of whom must open up by the end of October. Mr Sharpe was speaking at the Vantage Convention (p685).

And the "flexibility necessary in politics" was spotlighted when he noted that in 1978, as the new chairman of PSNC, he was castigating Government for allowing pharmacies to close at the rate of one a day. Almost ten years later he had been berating the DHSS thus: "It's a disgrace that pharmacies are opening up at the rate of one a day."

## Premises up 37

The number of premises on the Pharmaceutical Society's Register rose by 37 in March to 11,794.

England (excluding London) was up 25, with 48 additions and 23 deletions. In Scotland there was a net increase of one, with four additions and three deletions; Wales had no overall change, with one addition and one deletion. London was up 11, with 13 premises added to the Register, and two deleted.

by Xrayser

## Stirring times!

There are occasions when life seems a trifle dull, times when even the *Journal* and — dare I say it — *C&D* do not completely grab my whole attention after I have trundled home after a hard day's work in the office to look for inspiration as I boot up the computer and stare the blank screen in the eye.

So I turn to "letters" where, if the evidence before me is anything to go on, my efforts at spoon twirling have obviously been a great success. Take for example the delicious response from Dr David Roberts, chairman of the Dispensing Doctor's Association, who goes over the top in totally predictable manner, having not only risen to the bait (where it was suggested pharmacists were too modest to declare themselves experts in drugs) but in swallowing it whole imagines he has irrefutable proof that we are superfluous.

The hook, unfortunately imbedded now, is that the pharmacist is a graduate whose basic three year study is wholly to do with pharmacy, so that we take for granted a professional literacy which is vastly superior to the one year's pharmaceutical training GPs get. I'm not knocking; merely pointing out for us it is necessarily wider and deeper in all aspects than the relatively superficial part it plays in the trainee physician's schooling. Our view of what constitutes an expert would be different from his, since our standards are different . . .

## Even more stirring . . .

Then we had the remarkable rise from the BPA, who fall on me neck and crop, I believe, for suggesting that if they have 4,000 members (which since they publish no list I don't believe) they must be generating an income of around £100,000 from the subs.

Which means? Well, I would find it hard to post money to any organisation without receiving some tangible evidence of a well conducted body with, at minimum, a copy of accounts, a copy of its articles of establishment, its aims, staff, and means of achieving those aims. Even the most amateur of organisations I belong to do this as fundamental to their survival and integrity.

How charmed all those volunteers must be to learn they will receive a copy of the constitution of the body they subscribe to if and when the organisers are ready.

And finally, going from strength to strength, we are told Xrayser will be

exposed as a matter of urgency the moment Mr Flynn is elected to Council I feel untroubled by his intention.

I have just heard a story of an old lady who used to delight everyone with her pleasure in living and her total belief and anticipation of the better world "Above" which would soon be her due. One day she asked if the listener believed? He had in honesty to say he found it hard, to which she replied, with a smile that lit up her face, "What a lovely surprise you are going to get!" Oh! Mr Flynn, if only you knew! What a surprise you would get!

## Old flames

As you know, the early days of NPA's setting up of ICML were dear to my heart. I remember well how we all contributed our little bit, ideas as well as money and eagerly supported our new house brands. But I also remember the day when a customer came back and threw one of our aerosols on the counter with the cry: "Bloody lethal!"

And it was. The propellant was something inflammable, and it so happened "the wife were swirling this stuff on and using the hair dryer when . . . whoosh up went the lot! No 'arm done but I thought you'd better know".

So it was interesting to see the BBC programme "Watchdog" had brought fire to bear on dry aerosol air fresheners, Haze, Coopers Freshaire, Boots and own brands because they too have petroleum-based propellants. If you want a bit of excitement in your life just try one near a naked flame. I think the day is getting nearer when good design will manage to give us easily operated hand sprays which don't need propellants.

## One more mile

One more mile to go-oh, one more mi-le etc etc. The song is ended but the melody lingers on? Maybe, but the one mile limit, surely the greatest anachronism of our time, has lingered a good deal longer than the original melody, which in rural matters referred to 1911 (or was it 1912?) when people had to walk, and a mile in country areas meant rough roads and mud.

As a guide to convenience today it is ludicrous. Two km is scarcely any better but might be useful as a delineating factor in genuinely rural or near-urban areas. The argument of metric sense might just possibly carry a bit of weight, and must certainly have everyone's support. Go to it, Pharmaceutical Society, even though you might be accused of trying to extend your sphere of influence. The present situation is intolerable.

## Margin shift to led to 'deterioration' in service

The predicted 2 per cent reduction in the wholesale margin if matched by a 2 per cent reduction in discount scale, would lead to a "significant deterioration in the pharmaceutical service," claimed Vestric's managing director Peter Worling at the Vantage Convention in Vienna last week.

To vary the level of wholesale gross profit in accordance with the level of discount available to pharmacy would destroy the present equilibrium: imperfect though that might be, it worked. At present one body, the Pharmaceutical Services Negotiating Committee, was able to negotiate the contract for pharmacy, basing clawback rates on a sample of discounts.

Under the new scheme, Mr Worling said PSNC would have to negotiate a further reduction in clawback if the wholesale discount to the pharmacists was reduced by more than the reduction in clawback. "If, on the other hand, the reduction in the wholesalers' gross profit is

shown to be too much, then the National Association of Pharmaceutical Distributors will be forced to negotiate a compensating increase to redress the balance, if an efficient wholesale service is to be maintained. We will be faced with a constant series of intolerable and unnecessary adjustments in the wholesale discount and clawback" Mr Worling said. "I urge you to resist this change which will be detrimental to pharmacy because the wholesaler will have to reduce your discount by more than the reduction in his wholesale margin in order to maintain his level of profit."

Mr Worling also underscored the value



Managing director Peter Worling

of the Vantage franchise scheme launched last week through AAH Concessions (C&D, April 11, p667). Although Vantage was the leading symbol group, he said it was difficult to promote it to the public through a totally voluntary membership. The franchise programme gives a strong base on which new, more extensive support services can be introduced for all Vantage members."

The increasing "aged" sector of the community was the target market for community pharmacists in the future, suggested Mr Worling. "We will develop the supply of product ranges and service to meet the growing needs in this sector."

However, Mr Worling said the interest of large non-pharmaceutical companies in the toiletries market would continue. "The companies that succeed in this market will become more specialised so that the major competitors will be drug stores, not grocers." And he predicted some food chains could move into pharmacy.

The recent Woolworth takeover of Superdrug, a company with a stated intent of dominating the toiletries market, was of concern. Drug stores had trebled turnover in the last five years; chemists had put on less than half. And the drug store share of the toiletries market was 18.3 per cent (Superdrug 37 per cent).

For pharmacy Mr Worling predicted growth in own-label sales and in the number of pharmacy-only ranges. "I urge community pharmacy to show approval by giving 'chemist only' lines support."

Mr Worling said Vestric were looking forward to a period of greater stability both in the number of pharmacies and the financial rewards when the Family Practitioner Committees had sorted through the "rush" of applications to include new premises in the pharmaceutical list.

"From our point of view, we do not want a proliferation of new pharmacies which will require us to increase the number of delivery points. It will also lead to a reduction in purchase levels from each pharmacy because the 'pharmaceutical cake' has been cut into smaller segments."

## Facelift for Vantage 'babies' plus new lines

All Vantage baby range own label packs will be in a new livery featuring the existing symbol but with fresh designs and colours by the end of May.

Marketing manager Alan Turner said the facelift was a way of increasing shelf appeal and branding at a time when sales of Vantage own label had, for the first time, broken the £1m barrier in January.

The babycare range, which accounts for the major part of own-label sales, will carry cartoon characters including a clown and teddy, and building bricks and rattle. Range extensions will include baby



Marketing manager Alan Turner

soap, 180 size cotton buds, sterilising tablets, and child size all-in-one nappy. The nappy range will also be improved with a three-part resealable tape and leakproof nappy-top banding.

Other range improvements include a larger feeding bottle, and more practical packaging for teats and soother.



Vantage own-label nappies in their new livery ready for the roll-out



A presentation was made at a Gala Evening held at the Hofburg Palace during the Convention, by Mr Len Osborn, sales and distribution director, Cow & Gate. Md Peter Worling received a "Mother and Child" statuette to mark the 21st birthday of Vestric

## Vantage extend merchandising and training packages

**Vantage are extending their range of member facilities with a pharmacy planning service, a "space" programme and staff training package run by a new Vantage manager, merchandising manager and training controller.**

Paul Aspinell will coordinate the new services under the supervision of an as yet to be appointed Vantage manager, responsible to marketing manager Alan Turner.

The pharmacy planning service team will assess the present shop layout, population profile, the state of the lighting, flooring and shop front on a day visit (£99). It is then up to each member to take the necessary action, based on the PPS report, to develop, extend, modernise or acquire a business.

Participants in the space programme will get an in depth appraisal of the front shop (£150) covering shop layout, merchandising techniques and staff training. Says marketing director David Taylor: "Staff will be trained on the layout methods that encourage their customers to shop the whole shop."

Part of the programme will be to supply members with a plan-o-gram survey for two sections within the pharmacy, giving the individual product facings that should be on display to reflect the market sales for product ranges. The space programme will take two days to implement at each visit, after which each subscriber receives a manual explaining the principles involved in detail. The cost for the two merchandising services together is £199.

The Vantage Retail Training Programme comprises three courses run either at afternoon or evening meetings: costs are £10 per head, to include a buffet and a full set of course booklets. All courses use videos, 35mm slides and overhead projection: retail selling techniques and customer behaviour; body language and window displays plus more detail on retail selling techniques, and basic accountancy for pharmacists only. Vestric have approved Ken Howells as training controller.

When appointed, the Vantage manager will set up once again members' meetings throughout the country to provide the forum for exchanging ideas, views on developments and future opportunities. Senior Vantage personnel will be present.

Vestric say they are looking at ways of improving the liaison between customers and the company to broaden the views of members.



Marketing director David Taylor



## Turn to Dulcolax...



## SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.



**PIRITON**

Trade Mark

BLISTER PACK

FOR THE RELIEF OF HAYFEVER,  
INSECT BITES & SKIN ALLERGIES

30 tablets 4mg



# PIRITON

**Low Priced Professional Hay Fever Treatment**



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.

## Society set to relax supervision if backed

**The Pharmaceutical Society's Council is to recommend that the supervision requirements operating within pharmacy be relaxed to allow the pharmacist to exert a full, personal, professional control.**

Council member Mr Sharpe said he fully approved of this latest move which had been passed by a significant majority and stemmed from the type of personal control outlined as desirable by the Nuffield Report.

Mr Sharpe suggested that the number of new roles presently highlighted as suitable for pharmacy would place a pressure on the single pharmacist that could only be settled by a second pharmacist, or a relaxation of supervision rules. The relative shortage of pharmacists, now and in the future, together with the advent of "walkie talkie technology" made this development both necessary and desirable.

It would be up to a pharmacist to determine the particular circumstances and stages in the dispensing of a particular script type, and when and how he should intervene. A similar process would also be applied to the sale of pharmacy only medicines. Not only would a set of individual guidelines have to be produced in each pharmacy by the pharmacist, but he would also need to train his staff fully to

cope with the new circumstances.

Mr Sharpe stressed the new responsibilities, if accepted by the membership, would mean exercising professional judgments independently, and not being hide-bound by "the law". And he likened the role of the pharmacy assistant or dispensary technician in deciding, in the absence of the pharmacist, when the intervention of the pharmacist was necessary, to that of the pharmacist when judging whether or not to refer a patient to a doctor for treatment.

A doctor exercised a similar rationale, when deciding when he needed to refer one of his own patients to a consultant, an expert in a particular medical speciality.

Talking of experts, Mr Sharpe took the opportunity to explain again his belief that neither the pharmacist nor the general practitioner were "experts in drugs". He said being an expert in drugs went way beyond giving general compliance instructions, warnings, and contraindications open to the community pharmacist and GP. In his view a drug expert was a clinical pharmacist capable of evaluating the differences between two drugs.

The degree syllabus also needed alteration so a pharmacist could take his rightful place. Further education for pharmacists was essential if pharmacy was to fulfil its extended healthcare and counselling roles. He said he believed that it should form the basis of the good practice payment favoured by the profession and Government.

There should be a proper fee and allowance for course attendance with the good practice allowance dependent on successfully demonstrating in a test that the imparted knowledge had been assimilated. Further education should be "voluntary, but mandatory", Mr Sharpe said!

Referring to the proposed national pharmacy week announced by Council last week (C&D, April 11) Mr Sharpe said the national dump campaign could demonstrate the proportion of the annual drugs bill that could be saved by more rational prescribing. PSNC would then suggest that pharmacy should share in a part of that saving.



David Sharpe, pictured with a sharps box for the disposal of contaminated syringes and needles, warns the Convention of 'unavoidable accidents' likely to befall users.

Chemist & Druggist 18 April 1987

Over the last 2 years more has been spent promoting Dulcolax than any other laxative product.

And since the introduction of the new advertising campaign, we've seen a significant growth in Dulcolax sales. This year with even greater coverage we're looking to improve this further.

So it won't be surprising that more and more people will be turning to Dulcolax. And since it's a pharmacy only product, isn't it about time you did the same.



**...and increase your turnover.**

For further information please contact your Dulcolax distributor: David Antony Pharmaceuticals Limited, Telephone No. 051-486 7117.

# We think you should know about this product before millions of women do.

Millions of women in this country suffer from a calcium deficiency.

That's fact. Fact that's becoming more and more widely known through articles in magazines and on television. The causes are several.

Changing dietary habits play their part as more and more people cut down their intake of traditionally calcium rich foods such as milk and dairy products.

Women are 10 times more likely to suffer the problem than are men because of another cause: the menopause.

Because, during the menopause, hormonal imbalance in the body means that in the vast majority of cases, women lose far more calcium than they take in through their diet. Disturbingly, a long term calcium deficiency can lead to brittle bones in later life. This condition is known as osteoporosis.

E.G. Marketing are committed to help fund research into the causes of osteoporosis. Therefore, for every pack you sell, a donation will be made to an independent registered charity set up for this purpose.

## The answer to a huge problem.

At E.G. Marketing we've been aware of this problem for some time. And we've been working on an answer.

As a company we're dedicated to research and development in the dietary field, a background that stood us in good stead to develop a calcium product that would provide your customers with an effective calcium supplement.

## Calcia. Especially formulated for women.

What we've developed is a new product we've called Calcia. A daily dose conveniently supplies 750 mg of calcium.

That's equivalent to 50% more than the daily allowance of this mineral as recommended by the Ministry of Agriculture, Fisheries and Food. But Calcia has more. It also supplies other essential minerals and vitamins including Vitamin D and iron.

## How you can profit from Calcia.

We think you'll agree that Calcia is a well prepared entry into the market.

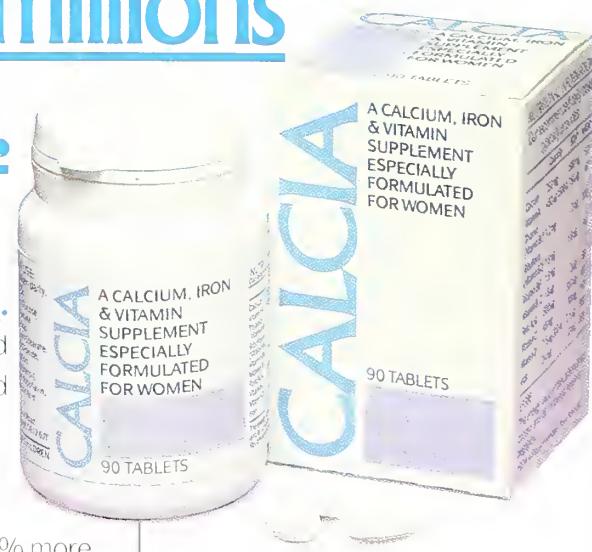
It's been carefully thought out. In its formulation. In its packaging. And in its promotion.

Calcia has not been 'tagged on' to an existing range: it's a specific product developed for a specific market need.

The packaging reflects this.

Apart from clean graphics and colours which give it excellent 'shelf appeal', it offers your customers 'added value' because each pack contains a fact-packed and informative leaflet about the importance of calcium to women.

This isn't a gimmick. It's there because our research indicates that this market sector thirsts for information. Calcia gives it.



## How are we promoting Calcia?

Through informative but striking full page colour advertisements in magazines.

Our advertising schedules include the magazines your customers read, magazines such as Here's Health, Mother, Family Circle, Slimming where the editorial environment is right for a product and a message like that of Calcia.

The Calcia ads have an important message. And it's a message that will be read and acted upon by your customers.

## What you should do now.

Calcia is poised to become of major (and long term) importance in the dietary supplements market.

You should stock it. And display it. Because your customers will be looking for it. And remember, for every pack you sell you will be helping to fund research into osteoporosis. If you would like further information, then contact us at the address below.

We'll be only too pleased to help.

**E.G. Marketing Ltd, Park Road, Overseal,  
Burton-on-Trent, Staffordshire  
DE12 6JT. Tel 0283 221616.**

# CALCIA

A CALCIUM, IRON AND VITAMIN SUPPLEMENT ESPECIALLY FORMULATED FOR WOMEN.

# Dr Jones counts the cost of new pharmacy roles

Pharmacists should not automatically expect new monies for the new roles identified for them by Nuffield and Government. Indeed, Dr Ian Jones believes Government is expecting to save NHS cash through pharmaceutical involvement in primary health care and set out for delegates ten ways in which it was proposing to do so, as camouflaged in its PHC Blue Paper.

Ian Jones suggested pharmacists would have to extend their roles in order to compete in the health care market, and with fellow pharmacists. And so he listed his ten new roles as rhetorical questions — "Are you prepared to...?" and "Do you...?"

He also pointed out that the data on "who did what" in community pharmacy was virtually non-existent and said the profession must produce the evidence of its health care role in the community.

The ten money-saving roles are:-

1. Do you advise on minor symptoms — how many and how often?
2. Do you advise patients on the most successful way of taking medicines — how many and how often?
3. Have you increased your participation in domiciliary services, or home collection and delivery services in order to improve the pharmaceutical service to those who are housebound or live in isolated communities?
4. Do you participate in continuing education of *other* workers in community health, eg health visitors, district nurses, social workers etc? (Dr Jones said the Government evidently regarded the pharmacist as a source of specialist help.)
5. Do you display health education and health promotion material? (He asked whether pharmacists really would get involved, say, in AIDS counselling in their community, or whether they would shy away from the task because of the risk of alienating their other customers?)
6. Do you keep records of medications sold or prescriptions dispensed for particular patients?
7. Do you record adverse drug reactions or drug interactions noted in patients using

your pharmacy?

8. Do you have a registration system for elderly patients?
9. Are you *encouraging* general practitioners to treat you as a specialist source of advice on pharmaceutically complex subjects such as cancer treatments and intra-venous feeding?
10. Do you act on the local drug and therapeutics committee or, in other ways give advice to your local GPs on economic and effective prescribing?

and effective prescribing.

Dr Jones said he believed pharmacists would need some incentives to take on new roles and urged PSNC to seek new money. He also pointed out that the latest fees for dispensing elastic hosiery were hardly conducive to a full and proper involvement in measuring for size and advising on use. They were "just a few pence" more than the standard fee.

The following prescription was given as an example of the extra effort needed to service some patients with hosiery scripts!

Proper training was the key to a realistic involvement in new roles, Dr Jones said, and he suggested Universities must modify syllabuses and that further education was essential. He agreed with David Sharpe that proof of further education was likely to be necessary before a good practice allowance was paid out.

And he was also pleased to note Mr Sharpe's remarks on supervision and



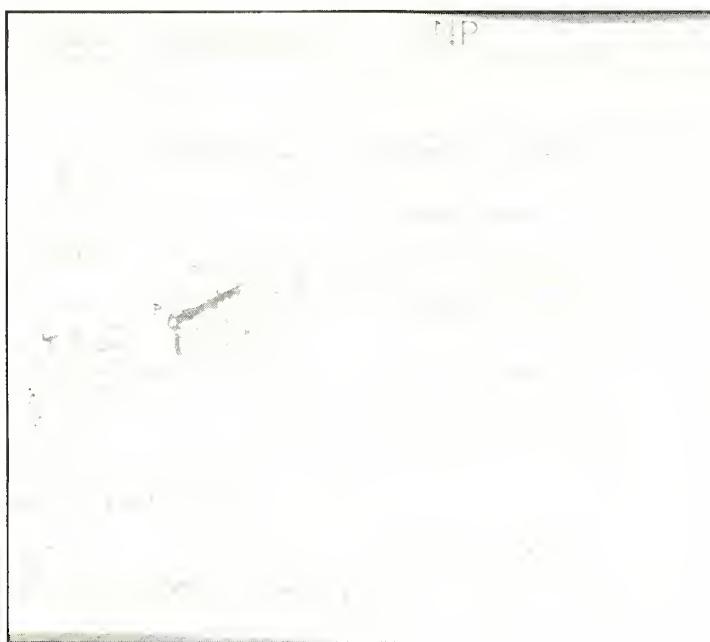
**Dr Ian Jones on the price of new roles**

welcomed the more realistic supervision outlines by him. However, such relaxation would have to be accompanied by a change in the law which had been tested in Lord Caldecote's 1943 judgment: this required the pharmacist to be directly involved in the then P1 poison sales, not just "somewhere" in the shop.

Dr Jones then gave his nine-point recipe for pharmacy: Development and

Prognosis. There should be:-

- a)** New standards of practice and premises.
- b)** More research on community pharmacy.
- c)** More emphasis on community pharmacy and primary health care in Schools of Pharmacy.
- d)** More postgraduate education.
- e)** Review of supervision requirements.
- f)** Encouragement of specialist community pharmacies.
- g)** Change in the philosophy behind remuneration.
- h)** More self-care instead of NHS health care.
- i)** More professional orientation of the pharmacists skills and enhanced involvement of undergraduates.



An 'unbeatable' prescription poser, even by C&D standards!

# Agfa—your quality film brand

## Agfa Maxi — the colour print film success of 1986

Agfa Maxi has exceptional exposure tolerance (over 5 stops latitude) with an extremely high speed reserve giving your customers better prints. Plus the unique bonus of 3 extra shots per film.



## NEW for 1987. Agfa Maxi now available in multipacks.

Specially priced Duo packs (2 films) and Economy packs (3 films) give you the opportunity to sell promotional packs and make more money.

- high trade margin
- high consumer acceptance
- the film that gives you more

## The Agfacolor Print Film Range

Agfa XR100i Maxi 135-24+3

Agfa XR200i 110-24

Agfa XR100i 135-36

Agfa XR200i 126-24

Agfa XR100i Mini 135-12+3

Agfa XR200 Rapid

## Agfachrome CT Slide Film

Good news for slide film users this Summer! Agfachrome CT100 and CT200 will be available in specially priced multipacks too.

Agfachrome CT slide films are market leaders in their class. Rich vibrant colours, finer grain and a fast U.K. processing service give slides to satisfy the most demanding consumers.

Slide film users are buying more multipacks — this move will enable you to cash in on the trend and make more profit.

## The Agfachrome Slide Film Range

### Process Paid

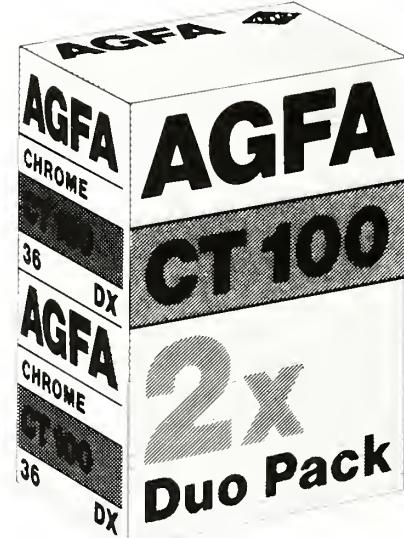
Agfachrome CT100 135-36

Agfachrome CT200 135-36

### Non Process Paid

Agfachrome CT100 135-24+3

Agfachrome CT100 135-36



If you would like to know more about the technical advances Agfa have made with these new generation films, just ask for our booklet — "The Film Specialist — Agfa"

For further details please phone or write to Ron Gray, Agfa-Gevaert Ltd., Retail Products Division, 27 Great West Road, Brentford, Middlesex TW8 9AX  
Telephone 01-560 2131.

**AGFA** 

## A Check up

Check Zinc is a new product which makers Dietary Specialities Ltd claim is a test for zinc deficiency. On mixing Check Zinc with water as directed, a spoonful swirled in the mouth for ten seconds will give rise to one of four taste sensations determining the body's zinc status, says the company. DSL say the test works on the principle that one early symptom of zinc deficiency is impairment of the sense of taste. Check Zinc (50ml £1.99) can also be used as a food supplement.



DSL have also launched High Zinc capsules (£1.99, 30s), each containing zinc citrate and providing 15mg zinc. POS material and instore leaflets are available. *Dietary Specialities Ltd, Burford House, 179 Lower Richmond Road, Richmond, Surrey.*

**Malibu Sun tan preparations** are distributed by *Cosmetics and Toiletries Ltd, Fergabrook House, Hook Rise South, Surbiton, Surrey.*



## By the book

LRC products' Durex brand has sponsored a booklet on safer sex to be given away in the April 25 issue of *Woman's Own*.

The same issue will also carry a free coupon offer for Durex Elite 3-packs to encourage trial by new users. The offer is only open to UK residents over 16.

The 16-page, full colour booklet "Your Guide to Safer Sex" is written by Claire Rayner and explains the benefits of condom use for contraception and protection against AIDS and other sexually transmitted diseases. Over a million copies will be produced. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

The Family Planning Association bookshop and mail order department now stocks a number of books on AIDS. *FPA Book Centre, 27 Mortimer Street, London W1N 7RJ.*

## Seatone on show

Dietary Specialities Ltd are putting £150,000 behind their green-lipped mussel extract Seatone this year.

An advertising campaign is running through 1987 in selected magazines like *Here's Health, Arthritis News and Choice*, is targeted towards arthritis and rheumatism sufferers. The campaign is supported by point of sale material.



All promotional material features a mussel shell illustration with the by-line, "Seatone, the world's no.1 green-lipped mussel extract". *Dietary Specialities Ltd, Burford House, 179 Lower Richmond Road, Richmond, Surrey TW9 4LN.*

**Redesigned Rinstead packs**, available from July, will have contemporary graphics and brighter colours. A new counter unit for pastilles and the gel is now available. *Scholl (UK), 182 St John Street, London EC1P 1DH.*

## PRESCRIPTION SPECIALITIES

### SK&F take on Asacol

Smith Kline & French Laboratories have acquired the UK rights to Tillotts Laboratories' Asacol. Indicated in the treatment of ulcerative colitis, Asacol was made available in the UK in June 1985. The active ingredient mesalazine (5-aminosalicylic acid) is coated with an acrylic-based resin to enable release in the terminal ileum and colon.

Sales and distribution of Tillotts' other gastroenterological products will remain unchanged. The price of Asacol remains unchanged, say *Smith Kline & French Laboratories Ltd, Mundells, Welwyn Garden City, Herts.*

**Largactil tablets** (all strengths) have been reformulated, resulting in a change in appearance. New Largactil tablets are film-coated, white to off-white, circular, bi-

convex tablets. They are marked "LG" and the strength on one face. On the reverse, the 10mg and 25mg tablets are marked "M&B", and the 50mg and 100mg "May Baker". *May & Baker Pharmaceuticals, Rainham Road South, Dagenham, Essex RM10 7XS.*

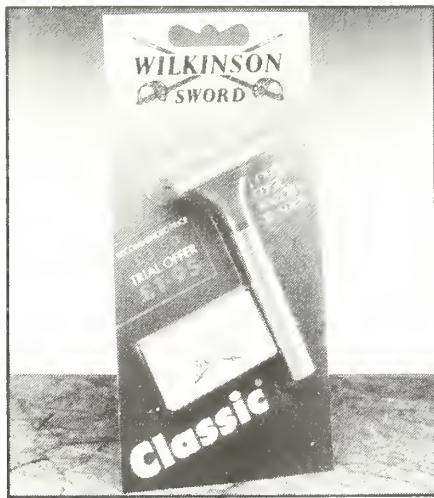
**Isoket** intravenous infusion will now bear the new name of Isoket 0.1 per cent. This new name and packaging will apply to: 10ml ampoules, 50ml bottles and 100ml bottles, and will be phased in as stocks of Isoket iv become exhausted. *Schwarz Pharmaceuticals Ltd, Schwarz House, East Street, Chesham, Bucks HP5 1DG.*

**Guarem** (guar gum granules) is now indicated for relief of symptoms of gastric dumping syndrome. Any surgery which deforms, destroys or by-passes the pylorus can result in rapid gastric emptying. Guarem increases the viscosity of chyme, slowing gastric emptying. *Rybar Laboratories Ltd, 30 Sycamore Road, Amersham, Bucks.*

**Astra Pharmaceuticals** are launching a Rhinocort treatment pack for rhinitis.

The pack (£16 basic DHS) contains Rhinocort nasal aerosol plus two refill canisters (each containing 200 doses budesonide 50 µg/puff) and is intended as an alternative for patients receiving extended treatment for hayfever or perennial rhinitis. The package of Rhinocort is white and the Rhinocort treatment pack has magenta stripes. *Astra Pharmaceuticals Ltd, Home Park Estate, King's Langley, Herts.*

**Simcare** have relaunched their full range of stomacare and incontinence products in a new packaging. Made in non-crushable white cardboard, illustrated with the blue Simcare logo, the product details are clearly displayed on the end of each box so that they can be conveniently stored and easily retrieved when required. New flip-top lids enable the products to be easily accessed. *Simcare, Peter Road, Lancing, West Sussex BN15 8TJ.*



## Sharp moves from Wilkinson

Wilkinson Sword are relaunching their double-edged razor, backing their systems razors with national television advertising and bagging their single blade disposables.

The new Classic double-edged razor includes a new flip-top device designed for easy blade loading. It will be launched in a price-marked pack at £1.95 (usually £3.50). A mass mailing to Ladbroke

customers in May will offer the Classic razor plus a £1 betting voucher for £1.95 (plus P&P). And a Classic experience competition in June and July offers the chance of winning one of five classic experiences, from a day at the races to a trip on Concorde. Entries must be accompanied by proof of purchase.

A £2m advertising spend will back the company's systems razors over the next four weeks. Pop star Bob Geldof, famous for his unshaven appearance, will feature in a new 30-second commercial.

And Wilkinson's single blade disposable Retractor will now come in bags, with special value packs of six for five and 12 for ten available until the end of May. And a cash and carry pack will offer retailers eleven added value bags for the price of ten standard packs.

And the company, which published a report this week arguing that future profit lies in the high profit margin systems and double-edged razors, have launched a space management guide for retailers.

*Wilkinson Sword Ltd, Bassington Industrial Estate, Cranlington, Northumberland.*

## ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Askit powders:	GTv, STV
Cachet:	All areas
Cluster:	All areas
Drakkar Noir:	TVs, LWT, C4
Fiesta kitchen towels:	All areas, C4, Bt
Jaap's health salts:	GTv, STV
Kavli crispbreads:	TT
Lady Grecian 2000:	STV, Y, TVS
Lipcote:	TSW, TVS, TTV
Mirair:	All areas
Nurofen:	All areas
Old Spice Ovals:	All areas except U and TSW
Pearl soap:	All areas
Pecaudoue Babyslips:	Bt
Pretty Polly stockings:	All areas, C4
Robinson's babyfoods:	Bt
Signal toothpaste:	Bt
Vaseline Intensive Care:	All areas
Vidal Sassoon:	All areas, except Bt, G
Windcheaters capsules:	G, C

LOW COST COMPACT DISPLAY UNITS. IDEAL FOR SHOPS, SHOP WINDOWS, EXHIBITIONS AND TRADE FAIRS.



The ideal display medium. Chipboard card construction, strong yet light and portable. Available in a huge range of shapes and sizes, 'raw' for your own creative effects, or covered in hessian, felt, suedette, pvc, marble pvc.

Give your products a lift - telephone or write today for the new brochure.

**WOKING TUBES**



Boundary Road, Woking, Surrey, GU21 5BX. Telephone (048 62) 70250/25863

*Chemist & Druggist 18 April 1987*

Name:

Address:

Tel:

CD18/4



**ROE SHOPFITTINGS LTD**  
REGENT HOUSE, DOCK ROAD, BIRKENHEAD  
MERSEYSIDE L41 1DG. Tel: 051-647 8794



# We're being seen in all the best places

The 'BUF-PUF' range of deep cleansing facial sponges is being seen in ALL the best places this year with a hard hitting advertising campaign.

'BUF-PUF' deep cleansing facial sponges have been developed by leading skin care specialists to allow your customers to practice controlled exfoliation as part of their normal everyday skin care routine.

With a 'BUF-PUF' sponge there is no need for time consuming, costly and messy cleansers to achieve a clear complexion, moisturiser is absorbed better into the skin and make-up will go on more smoothly and evenly.

Full colour advertisements in major women's magazines will powerfully and persuasively convey this message to over 12 million women reaching over 71% of women in the important 15 to 35 age group.

Interest and awareness will be further strengthened with couponing, sampling and extensive public relations activity.

It's a campaign that begins in March and runs for five months making an effective and continuing promotion for the summer of 1987.

Make sure that YOU'VE enough stock of 'BUF-PUF' Regular/Gentle reusable sponges and 'BUF-PUF' Singles containing their own cleanser, to meet the demand that is sure to be created.

After all, the best place for 'BUF-PUF' sponges to be seen is  
on YOUR toiletries display!



Distributed by

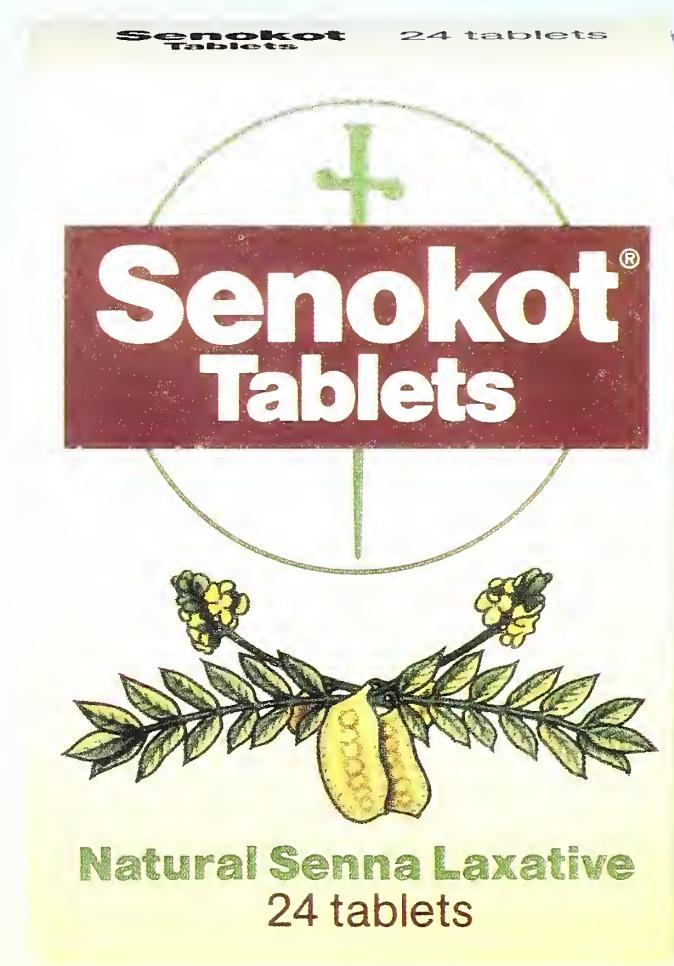
David  
Anthony Pharmaceuticals  
Limited

12 Spindus Road, Speke Hall Industrial Estate, Speke, Liverpool L24 1YA  
Telephone 0151 486 7117 Telex 629846 Hermes Co.

'BUF-PUF' is a  
Trade Mark  
of the 3M  
Company

# SENOKOT - THE BIGGEST-SELLING AND MOST RECOMMENDED LAXATIVE BRAND IN PHARMACY.

- No 1 selling branded laxative - 21.9% market share<sup>1</sup>
- No 1 recommended brand - 53% of all pharmacy recommendation for laxatives<sup>2</sup>
- One of the top 20 selling brands in OTC medicine<sup>3</sup>



## Most-supported laxative brand in pharmacy

Senokot is being advertised nationally in women's magazines, and a new television campaign breaks regionally throughout 1987. Total advertising spend in 1987 will be \$400,000.

## Thirty years of effective use

Senokot has been recommended successfully for more than thirty years by doctors and pharmacists for the safe, gentle and effective relief

of constipation. 125 million doses are sold yearly through pharmacy.

## Nature's answer for constipation - in convenient forms

Senokot contains a laxative ingredient derived from the senna plant, which has been used for centuries for the treatment of constipation. In Senokot it is provided in easy-to-take forms, either as tablets, granules or syrup.



A Reckitt & Colman Pharmacy Product.

References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.

## Natrena sweet and light

Bayer Consumer Products are relaunching Natrena sweeteners in new packaging, and backing the product with £2m advertising and promotion campaign.

The repackaged range, including the recently introduced granulated product (£1.49) is designed to look bolder and brighter with a modern look in blue, white and orange. With a new theme, "Natrena lightens the calorie load", it will feature in colour advertisements in women's magazines such as *Woman*, *Woman's Own*, *Woman's Realm* in April, May and June issues, and will be advertised on national television for the next six weeks and then, again, later in the year, says the company.

And the first of a series of promotions for this year, is offering a free pair of Pierre Cardin fashion tights with proofs of purchase, from the beginning of May. Leaflets and window stickers to support the promotion are now available, say *Bayer UK Ltd, Consumer Products Division, Bayer House, Strawberry Hill, Newbury, Berks RG13 1JA*.

## Cluster bars on TV

Lyons Tetley are advertising Cluster bars on national television this Spring, as they increase distribution through chemists.

Ten- and 40-second commercials will run from Easter for ten weeks as part of a £2m campaign. The adverts will feature the product ingredients as cartoon characters, showing them as "perfect couples", say *Lyons Tetley Ltd, 325 Oldfield Lane North, Greenford, Middx.*

## Winning the healthy contest

The pharmacist and health food trader have far greater opportunities than supermarkets to develop sales of dietary supplements, claims a Euromonitor survey.

Although the growth rate of these products in supermarkets is about 70 per cent a year, these outlets are unlikely to expand from the present 7 per cent of the market because they can never offer more than basic low-potency products which require no explanation. The pharmacist can offer an advisory service with which

supermarkets cannot compete.

Euromonitor's latest report, "Specialist health, slimming and dietetic foods" (£255), predicts that the pharmacy sector, which already accounts for over half the specialist health foods and natural remedies market, will account for an increasingly larger share in future.

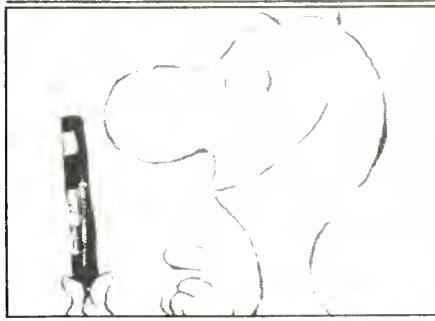
The dietary supplements sector is forecast to grow by 47 per cent by 1990 and the report predicts an annual growth rate of 5 per cent in slimming aids, 7 per cent in artificial sweeteners and 5 per cent in diabetic foods. Demand for "activity foods", a relatively new and dynamic market, is increasing as a result of products previously sold only in health clubs becoming more widely distributed through pharmacies.

Sales of slimming foods have remained fairly constant and were worth over £50 million in 1985, of which three-quarters were very low calorie diets for which there is an ever-present threat of adverse Press and medical opinion, says Euromonitor.

While pharmacies account for 90 per cent of the sales of diabetic foods (Boots about 65 per cent) there are signs of the major supermarket chains beginning to explore untapped potential in this area. *Euromonitor Publications Ltd, 87 Turnmill Street, London EC1M 5QU.*

**Impact's** oven and grill cleaner retail's at £1.29, not as quoted in *C&D* March 21.

**Sangers Photographics** will be distributing Toshiba audio and video equipment and Canon electronic office equipment from June. *Sangers Photographics plc, Priory House, Pitsford Street, Birmingham B18 6LX.*



## Reach for TV

Johnson & Johnson Ltd are backing the relaunch of Reach toothbrushes with national television advertising until October, using ITV, Channel 4 and TVam.

Spend for the campaign is £2m, which J&J say exceeds the total amount spent on advertising for all toothbrush brands in 1986.

The commercial features a cartoon character and is designed to demonstrate the product's ability to reach the hard-to-clean back teeth.

The brand will be further supported in 1987 by a PR and sales promotion programme as well as a drive for increased levels of endorsement from the dental profession. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

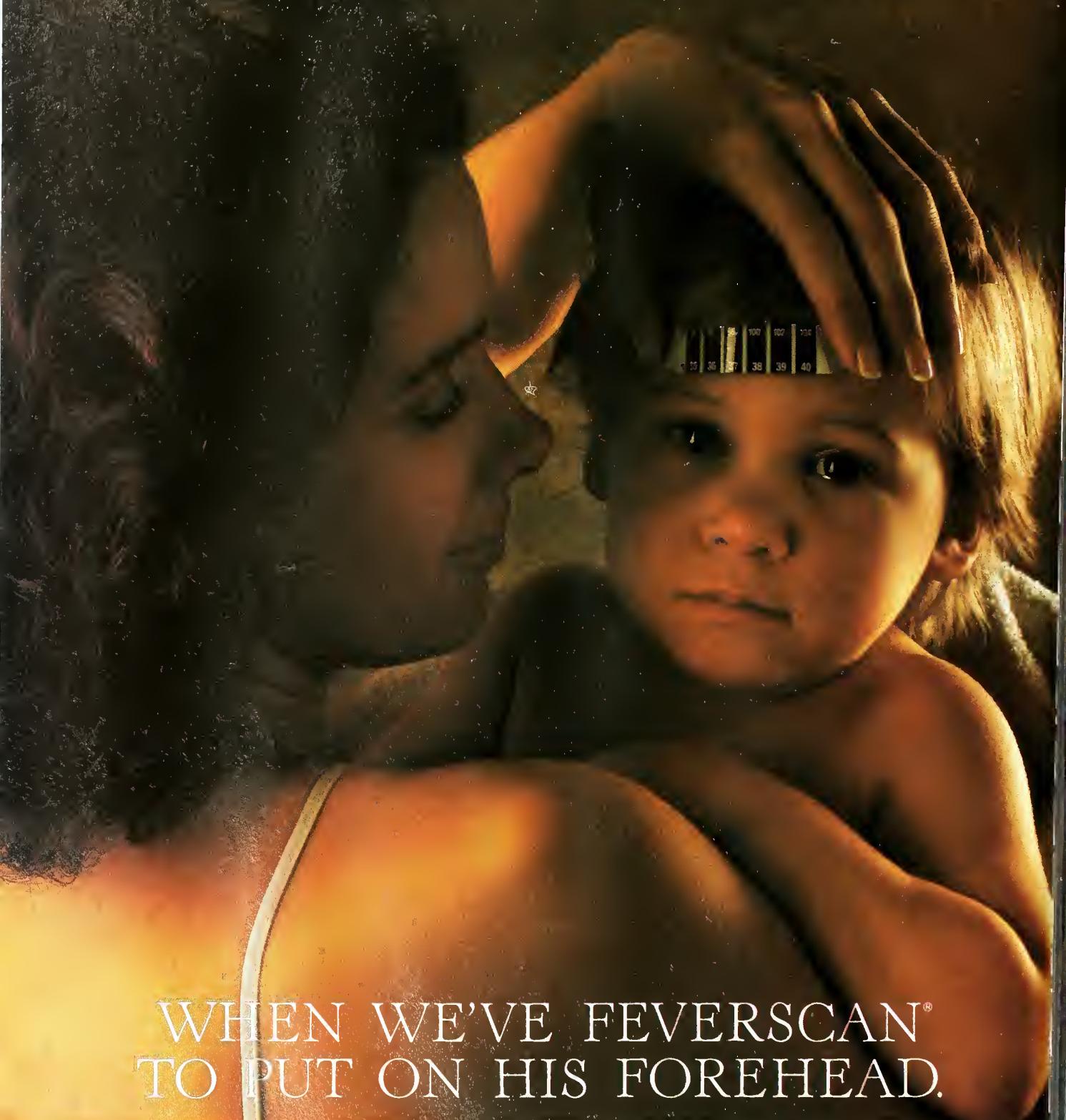
## Ain't it sweet

Nutrasweet are backing their sweetener with a £2m advertising campaign this year.

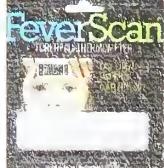
During the last two weeks in June, five million leaflets will be delivered door to door offering six money off coupons for products containing Nutrasweet. And national television advertising will run through July and August. Cinema and Press advertising is also planned for 1987, say *Nutrasweet Information Bureau, 59 Russell Square, London WC1B 4HJ.*

**STRESS  
LEADS TO...**

# WHY LET A MOTHER PUT GLASS AND MERCURY IN HIS MOUTH,



## WHEN WE'VE FEVERSCAN® TO PUT ON HIS FOREHEAD.

 Nursing her sick child back to health is one of the most important roles a mother has to play. It can also be a harrowing one.

Everytime she takes her child's temperature, she exposes him to the danger of swallowing broken glass or mercury. It's a danger we've taken very seriously. And safeguarded with FeverScan.

A thermometer mothers can place gently and safely on their child's forehead.

FeverScan gives a quick and accurate reading of body temperature using completely harmless liquid crystals. And there's no danger of it breaking. Which means it can be used again and again.

With a FeverScan forehead thermometer, we can safely say, mother will find taking his temperature as much of a comfort as he will.

**Robinsons of Chesterfield** 



## Sport time from Biactol

Richardson-Vicks are running a Spring promotion on their Biactol antibacterial face wash.

A sports watch is offered on special 150ml packs, for £1.75 plus one proof of purchase. Set on a blue towelling wristband, the quartz watch in a vinyl wallet usually retails at £5.99, say *Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW*.

## Handy trio from Atrixo

Atrixo hand care is to be supported by two promotions for the Summer months.

Consumers will be offered a free Schwartz "Cooking with Herbs & Spices" book for one proof of purchase from Atrixo lotion plus £0.20 postage. The offer is flashed on 200ml packs, and closes on December 31.

National promotions have previously spanned the brand as a whole, but since the consumer profile for Atrixo lotion is younger and more contemporary than that of cream, Smith and Nephew have designed the promotion to appeal directly to this target market.

Atrixo cream will feature 20 per cent extra free on the 50ml tubs and 60ml handbag tubes, flashed on-pack. *Smith & Nephew Products Ltd, Alum Rock Road, Saltley, Birmingham*.

## It's a gift

Jean Patou's Ombre Rose fragrance will feature a gift with purchase promotion for the early Summer.

A gift set comprising 5ml perfume and a 7ml eau de toilette vaporizer will be free with any purchase of perfume or bath/body products. *Maurice Douek, 3 Coleridge Gardens, London NW6*.

## New law on labels

Simply Gentle cotton wool rolls and pleats are now labelled according to new legislation regarding the marking of textile products with their fibre content.

The law becomes effective on May 29 so the company asks that unlabelled stocks are cleared by this date. Cases containing new labelled packs will be marked with the letter "L" on the end panel. Cotton wool balls, pads or buds already meet the new requirements, say *Wellcome Foundation Ltd, The Crewe Hall, Crewe, Cheshire*.

## Spice of new life

To coincide with Old Spice's 30th anniversary, Shulton are running a Father's Day promotion.

New dads with sons born on June 21 — Father's Day — will receive a bottle of champagne, slippers for the baby and a bottle of Old Spice aftershave. The offer, which ends on July 31, invites parents to write in giving the date, time and place of their son's birth. *Shulton (GB) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN*.

Combe International Ltd have introduced a merchandising display to carry the complete Odor Eaters range. The unit, 12in wide, is available in two heights, 6ft or 3ft, from *Combe International Ltd, AMP House, Dingwall Road, Croydon, Surrey CR9 2AU*.



## For you and your shadow

Traveller International are launching the Spruce-Up battery mini shaver.

Packaged in black casing, with protective head cover, cleaning brush and travel pouch, the company says the shaver (£10.95) is smaller than a credit card (6.5cm by 5cm by 1.3cm), weighs 55g and operates on two AAA 1.5V batteries. The gold-plated foil and cutting head are replaceable, say *Traveller International Products Ltd, 51 Hays Mews, London W1X 7RT*.

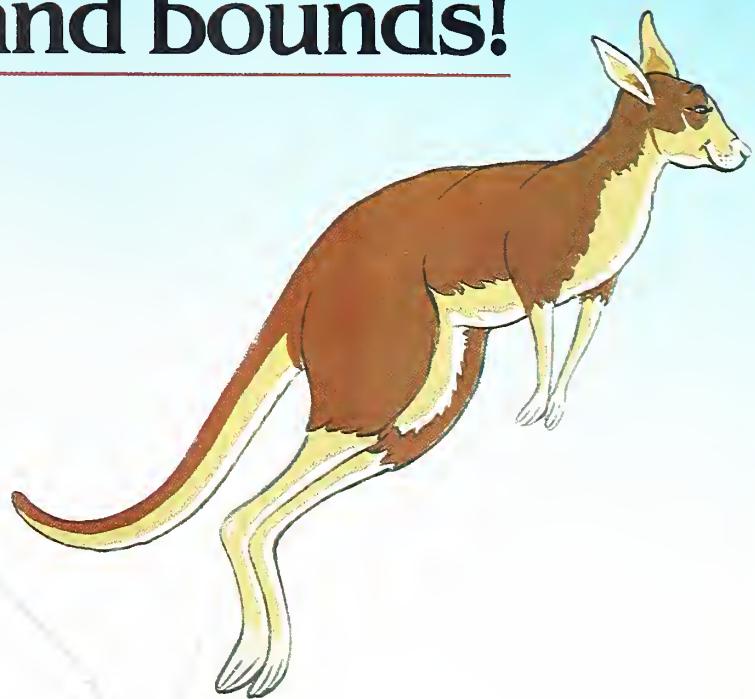
## Leg it!

Pretty Polly are running a free house plant offer on their Galaxy range.

To receive her free plant, the customer makes her choice from three best sellers — boston fern, leopard lily and dragon tree — and sends eight proofs of purchase and £0.50 postage or £1.50 plus four proofs of purchase. The offer will be backed by point of sale material. *Pretty Polly, Unwin Road, Sutton-in-Ashfield, Notts NG17 4JJ*.

...TENSION  
WHICH  
LEADS TO...

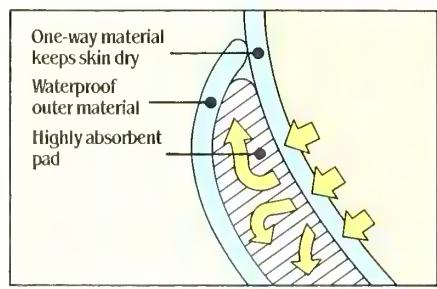
# Life for incontinent people can be improved by leaps and bounds!



The Kanga range of pants and pads has been designed for the active person who wants to lead a normal everyday life.

## Kanga pants – Designed for comfort

Kanga pants for women and men feature an externally fitted waterproof marsupial pouch into which the Kanga pad can easily be inserted and removed.



The advantage of the pouch is that it keeps the wearer separate from the pad. This helps to keep the skin dry even when the pad is wet. The result is improved COMFORT as well as a reduced risk of soreness and skin rashes.

Kanga pants are designed to fit people of all shapes and sizes. Not only is there a wide range of different sizes, but elasticated ties at both the waist and the leg give a snug and comfortable fit.



## Kanga pads – Highly absorbent

Kanga pads are specially made to give the wearer the maximum degree of comfort and security.

That's because they are filled with a highly absorbent fluff pulp. In fact, up to 300 ml of urine can be absorbed by one pad. But since not everyone needs that level of absorbency, Kanga pads are available in different weights to suit people whether they have light, moderate or heavy incontinence.



Kanga pants and pads. Designed to help incontinent people lead a normal life.

  
**Kanga**

Gives comfort, dryness and confidence right through the day.

**Nicholas**

Nicholas Laboratories Limited  
225 Bath Road, Slough SL1 4AU  
Tel: Slough 23971

Kanga is a trade mark



## New flavour Bradosol packs

Ciba are giving the Bradosol pack a new look to make it more distinctive on shelf.

The design will feature the new stronger menthol and eucalyptus flavour, and aims to explain the product in a clear and simple manner. And white and green livery in a clinical, modern design underlines the product as a P medicine, say *Ciba Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB*.

## TV soap — blood, sweat and gravy

Jenks Brokerage are backing Bio-tex laundry aid with a £1m national television campaign and an on-pack promotion.

Ten and 30 second commercials featuring the "blood, sweat, gravy and egg" stain remover sequence will run for the next five weeks.

And 10 per cent extra free is being offered on the 1kg, and all three sizes will carry an offer for a free holiday guide for the next three months, say *Jenks Brokerage, Castle House, 71 Desborough Road, High Wycombe, Bucks HP11 2HS*.

## For a rainy day

Vichy are adding a waterproof eye make-up remover gel to their range of skin-care products. It is supplied in 40ml plastic tubes in cardboard packs, shrinkwrapped into outers of 6. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ*.

## A little Gem

Parfums Van Cleef & Arpels are backing the recently launched perfume Gem with women's Press advertising in May.

The fragrance, comes in a bottle cut

like a precious stone with a crystal stopper (£27.50-£100) say *Parfums Van Cleef & Arpels, PO Box 209, 3 Rhodes Way, Watford, Herts*.

## Another Oscar

Latest introduction to the Oscar de la Renta fragrance range is Activée body powder (100g, £12.50).

The powder is part of the Activée bodycare system and is packaged in a white and silver shaker. It contains a deodorant. *Oscar de la Renta Parfums, Prince's House, 35 Jermyn Street, London SW1*.



Stafford-Miller are backing En-De-Kay Fluodrops and Fluotabs fluoride supplements with consumer advertising, having relaunched the range in new packaging, and without artificial colourings and flavourings.

Advertising will run in major baby and toddler magazines throughout this year. And free educational leaflets describing the use of fluoride supplements in dental care, and display stands are available, say *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ*.



## Sizing it down

Salus' herbal iron extract Floradix Formula is now available in two smaller sizes.

A 250ml (£3.85) and 500ml (£6.25) will replace the 350ml and 700ml sizes, which will be phased out over the next three months. The change is to conform to EEC regulations, and encourage customers who may have been put off by high prices, say *Salus (UK) Ltd, 15 Rivington Court, Woolsey Grange, Warrington, Cheshire WA1 4RT*.

## Take a Swipe

Collingham Marketing are running a promotion on Swipes insect repellents, offering retailers a free carton with every 12 ordered (rsp £1.52 per carton of 10).

The product is available 12 cartons to tray, 12 trays to case, from *Collingham Marketing Ltd, United House, High Street, Collingham, Newark, Notts*.

...TENSION  
HEADACHE  
WHICH  
LEADS TO...

Tension headache is more than just an ordinary headache. So Syndol has been formulated as more than just an everyday analgesic. It is specifically designed to treat tension headache.

What is tension headache?

It's the result of a cycle which usually begins with stress, causing muscular tension which results in pain. This pain can be a vice-like pressure round the head, a pressure on top of the head, or pain in the forehead or neck. And it aggravates the symptoms of stress and tension, starting the cycle again.



The special 3-way formulation of Syndol relieves both pain and tension, and breaks the vicious circle.

1. Codeine and paracetamol block pain fast.
2. Caffeine enhances the analgesic effect of paracetamol.
3. Doxylamine succinate has a proven calming action which helps relieve the muscular tension of tension headache.

This unique formulation makes Syndol a truly appropriate treatment to recommend for tension headaches, whenever a patient presents and asks for advice or an analgesic.

SYNDOL - A RECORD OF PRESCRIPTION AND PHARMACY SUCCESS IN THE TREATMENT OF TENSION HEADACHE.

**Merrell**  
**Medicines**

*Confidence in pharmacy*

Trademarks. Syndol, Merrell, Dow

Stress and tension lead to the  
pain of a tension headache

**SYNDOL®**  
**SPECIFICALLY**  
**FORMULATED**  
**FOR**  
**TENSION**  
**HEADACHE**

# A NEW ERA FOR INCREASED PROFITS FROM THE No.1 BEST SELLING NATURAL HAY FEVER REMEDY.

## MASSIVE MARKETING SUPPORT

**NATIONAL ADVERTISING CAMPAIGN**

**POWERFUL POINT OF SALE**

**NO DROWSINESS GUARANTEED**

PLUS SPECIAL BONUS SCHEMES  
AVAILABLE FROM YOUR NEW ERA  
REPRESENTATIVE NOW.

## New Era® Hay Fever Remedy

For more information, talk to your New Era representative or write to: New Era, Marfleet, Hull HU9 5NJ.

## COUNTERPOINTS



## Revlon face the world

This year sees the start of a new advertising approach for Revlon.

The new campaign, which will be international, runs under the banner "The most unforgettable women in the world wear Revlon", and will be based around a series of group photographs by Richard Avedon.

Explaining the project, Revlon president Sol Levine said: "At different times in our history, Revlon has searched for a single beautiful face that could represent the company. However, it is our belief that there is no longer a single standard of beauty that can guide such a choice."

Jerry Hall is among the "unforgettables" already selected, and the company says the new Revlon faces will be seen in women's magazines soon. The advertisements will feature both existing Revlon collections and new products. *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

## Art for the body's sake

The new Salvador Dali bath and body line will be rolling out to stockists nationally in the next two months.

Launched exclusively to Selfridges in March, the new products are: perfumed body lotion (100ml, £22.50); body cream (180g, £40); dusting powder (180g, £30); perfumed bath gel (100ml, £22.50); perfumed bath oil (100ml, £25); soap (160g, £12.50) and deodorant spray (50ml, £19.50). Body cream, bath gel, bath oil and deodorant come in glass flacons, while packaging for the dusting powder and soap is inspired by the Dali painting *L'Aphrodite de Cnide*, and shaped like a mouth. *Classic Sales Ltd, 150 High Street, Stratford, London E15 2NE.*

## A band for a ponytail hanging down

G.B. Kent have recently added a plaited satin elasticated band to their range (£0.99 rsp).

The bands come in six colours: black, white, red, orange, blue and turquoise. They are available in units of 72 (£41.04 trade) say *G.B. Kent & Sons plc, London Road, Apsley, Hemel Hempstead, Herts.*

## Scotch keep it clean

Scotch have introduced a six-pack of their head cleaning videocassette which opens out for display with a sales message. There is also a short video for in-store screening, say *3M Ltd, 1 Morley Street, Loughborough, Leicestershire LE11 1EP.*

# A ballpoint is called a Biro. A vacuum flask a Thermos.

Predictor have more experience of home pregnancy tests than anyone in the world.

After all, it was we who first developed them.  
And why people talk of 'predictor tests.'

But we didn't stop there.

And from years of research and development,  
we've just made another breakthrough.

New Predictor is, without doubt, the easiest home pregnancy test on the market.

A dipstick test refined to its simplest.

It's quick. It gives a totally obvious result.  
And it's astonishingly easy to use.

Keep it in stock and you'll see nothing but positive results.

Because with a national advertising campaign supporting it, it's the one your customers will be asking for.

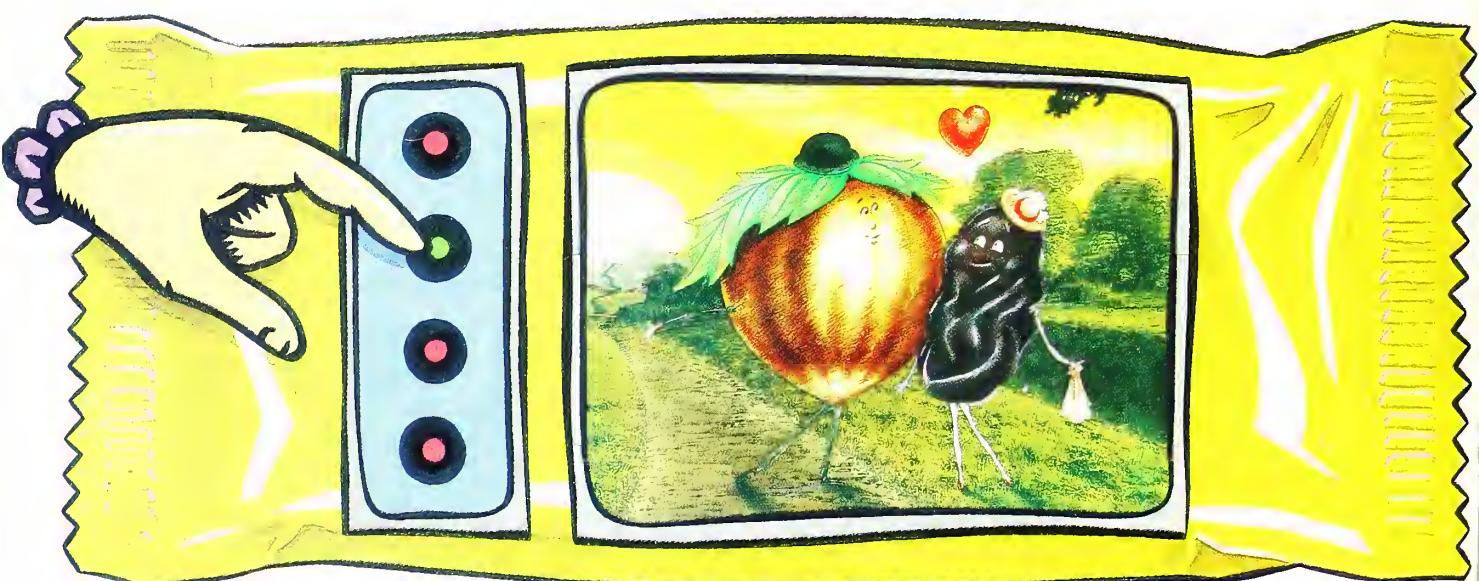
## Guess what people call a home pregnancy test?

**Predictor®**  
Home Pregnancy Test

Clear, reliable, results in 30 minutes.

Predictor. The simplest way to be sure.

# TURN ON TO OUR PERFECT COUPLES.



Cluster's uniquely delicious combinations of ingredients and textures have made it an outstanding success as the fastest growing cereal bar brand in the U.K.'s top confectionery growth sector.

And from Easter our new £2 million national TV campaign will be turning your customers on to the taste of Cluster's real fruit, roasted nuts, and real chocolate in our four 'Perfect Couples' of irresistible flavour.



Cluster

# TAKE OFF WITH THE PERFECT PRODUCT.

Cluster's perfect blend of 'health' and 'snack' appeal offers you a natural opening into this profitable growth market, and now it's available nationally through your usual wholesaler.

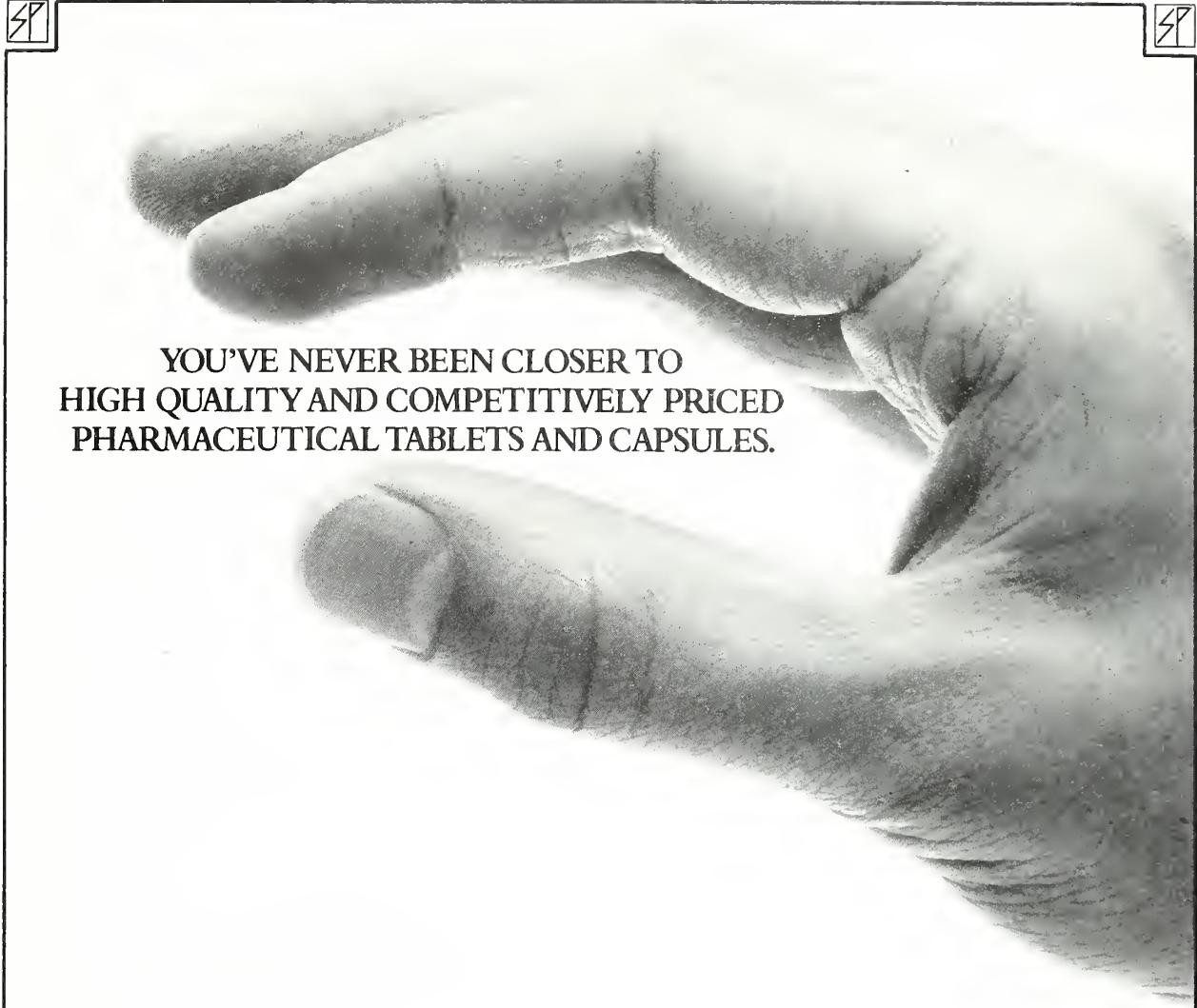
All you have to do to take off, is take stock.



*Lyons Tetley*

A special blend of experience.

Lyons Tetley Limited  
325/347 Oldfield Lane North, Greenford, Middlesex UB6 0AZ  
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YOU'VE NEVER BEEN CLOSER TO  
HIGH QUALITY AND COMPETITIVELY PRICED  
PHARMACEUTICAL TABLETS AND CAPSULES.

With a brand new factory, we are now one of the most advanced and efficient producers of pharmaceutical tablets and capsules in the U.K.

Our mixing and compounding capacity has been dramatically increased. Our new quality control laboratory, equipped with a wide range of sophisticated instrumentation, will enable us to meet the production demands of the future.

Already we are producing highly successful generic and branded pharmaceutical products. Not only are they of the highest quality, but they are also competitively priced.



**sussex pharmaceutical**

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Telephone: (0342) 311311.

**MRS. BACHELOR'S  
HAIR COLOR  
RESTORER.**

BE SURE TO ASK FOR  
*Mrs. Bachelor's Hair Color Restorer.*  
Sale Proprietors R. H. MILLARD & SONS,  
44, Barbican, London.

Trademarks  
as illustrated  
in the  
Trademark  
Journal  
during  
applications  
of 1876

# What's in a name — trademark update

Where would Chanel be without trademark law? Or Beecham's Pills, Tagamet or Valium? They would no doubt be lost in a market of drugs and goods capitalising on another's established good name. Trademark law is becoming increasingly important, as reflected by the current 40,000 applications a year. C&D speaks to trademark expert Brian March.

A trademark gives monopoly right to a "name" and can provide a marketing force worth millions. They've been registerable since 1875 — last year at a rate of about 26,000 a year. In October 1986 the law changed — allowing services to register in the same way manufacturers have for years. A further 16,000 applications followed.

The consumer often takes the whole thing for granted. "Vacuums are called

Hoovers and ballpoints are called Biros", a company advertisement cleverly points out — and goes on to suggest pregnancy tests will soon be called Predictors!

Registering a trademark is not a simple business. It can take up to 18 months and costs around £400. Organisations such as the Pharmaceutical Trademarks Group meet regularly to discuss the problems, issues and implications for the industry.

There are 35 classes of goods — five, three and one covering pharmaceutical preparations, soaps and toiletries, and chemical preparations, respectively. Pharmacy dispensing still falls into the retailing category, explains trademark agent Brian March, which presently isn't covered as a service, though there is pressure on the Government to allow High Street shops to benefit from the law. Boots the Chemist have already filed an application for a service trademark for a number of their services including dispensing.

When a client goes to Mr March to register his trademark, it is firstly checked with the trademark registry — to make sure no one else is using it. Descriptions,

*continued on p706*

# Say Cheese...

**This new range of SIRIUS cameras  
will make you and your customers smile!**



**David  
Anthony  
Pharmaceuticals**

Spindus Road Speke Hall Industrial Estate  
Liverpool L24 1YA Telephone: 051-486 7117  
Telex: 629846 Hermes G Fax: 051-486 5955



SIRIUS cameras are now available from David Anthony Pharmaceuticals, retailing from £9.99 to £19.99 with a great deal in it for you. For further details contact your agent or direct from:-

# MARKETING



Thomas Beecham applied for famous pills mark in January 1876



Millard & Son's application (above) and (left) mark registered by pharmacist Wilson Metcalfe from Chelmsford

continued from p705

surnames, misleading titles and geographical locations are all avoided. Basically because no one has monopoly right to, say, "Cambridge", "perfection" or "Jones". Only on rare occasions is that rule broken, explained Mr March, and that's when the applicant already has a reputation that goes with the name and can prove it — as in the case of Beecham.

The chosen mark, this far approved, undergoes further examination by the registrar and is then printed in the *Trademark Journal* where it is open, for one month, to third party objections. Only when clear of this is a certificate awarded. "It is an optional exercise but without it one may face the costly and time consuming problem of proving someone's pinching your name and the established reputation that goes with it," said Mr March.

It will, in due course, be possible to register a trademark through the EEC under a single registration which might overcome wider problems, as, for example, experienced by the Wellcome Foundation in parallel imports cases (*C&D* February 21, p285). Presently Britain is a member of international conventions attempting to



Norfolk chemist P.D. Woodcock's application

standardise classification and procedure. Britain is campaigning to house the Community Trademarks Office at London's St Katherine-by-the-Tower site.

Having registered a trademark, Brian March points out that with it comes a strong marketing weapon and he believes the same thing would happen with retail services. "There's great emphasis now on corporate identity. You go into Underwoods chemist and it's carefully planned so that you know you're in Underwoods.

"Companies spend millions of pounds just promoting their exclusive name — and people buy that name or use that service because it's smart to be seen with it or in it," said Mr March. "In the old days the label of a product tended to be hidden away — but now we're in an age where one wears it as a badge of pride. Others copy at their peril."

Brian March is the great great nephew of Benjamin Wildbore, founder of one of Britain's biggest trademark agencies, Wildbore & Gibbons, which celebrates its centenary this year.

Look no further  
for the relief of conjunctivitis  
due to hay fever,  
irritating smoke or dust

**OTRIVINE-ANTISTIN®**  
xylometazoline hydrochloride, antazoline sulphate

Sterile eye drops  
A Pharmacy Sale only product

**Zyma** Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

# SHOWRAX

## Planning a professional image for the pharmacy.



We know that as a practising pharmacist you take a professional pride in the service you provide as a valuable link in the chain of community health care.

Our aim is to help you reflect this professional image to your customers by creating a more efficient and pleasant retail environment.

As the largest shopfitting company in the UK, our range of equipment for both shop and dispensary is amongst the finest available. But the extra value of the Showrax service lies in the vitally important expert advice our consultants can offer on how to maximise the profitability of your sales area and plan your dispensary for total efficiency. To discover how you can benefit from this valuable service, simply return the coupon today. We'll also send you our latest brochures on shop and dispensary planning.



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Please tell me more about your consultancy service and send me your new brochures.

NAME: \_\_\_\_\_

NAME OF SHOP: \_\_\_\_\_

ADDRESS OF SHOP: \_\_\_\_\_

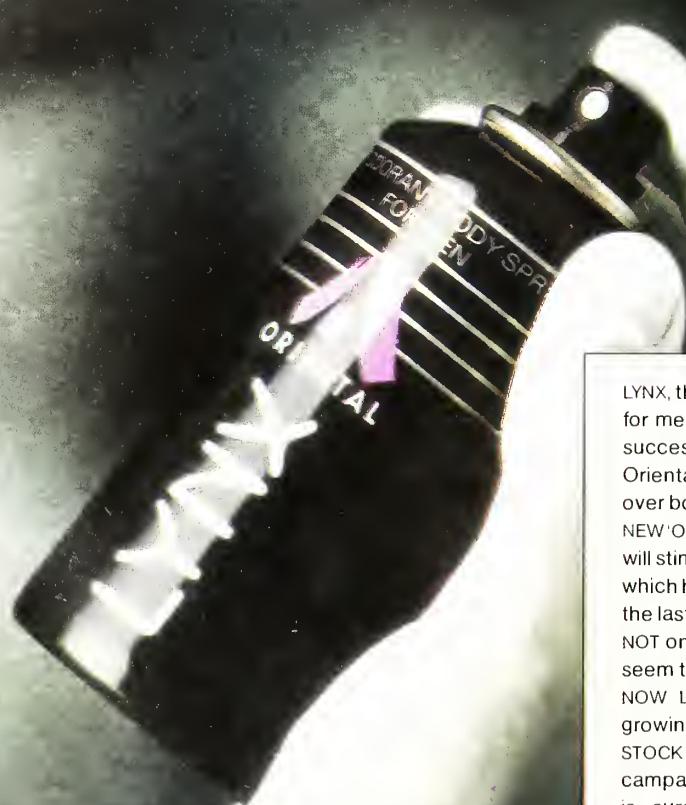
\_\_\_\_\_

Tel: CD/18/4

**BFN**  
SHOWRAX

Tel: South (0474) 60671,  
North (0204) 793316, Scotland (03552) 38521.

# WITH NEW LYNX ORIENTAL IT'S SUCCESS ALL OVER AGAIN.



LYNX, the first and only bodyspray brand for men continues to cover the market successfully with the latest Lynx Oriental. It's the fourth in our range of all over bodysprays.

NEW 'ORIENTAL' with its distinct fragrance will stimulate extra purchases of a brand which has already doubled its sales over the last 6 months of 1986.

NOT only are Lynx men loyal, they can't seem to spray enough of it.

NOW LYNX ORIENTAL will add to that growing demand.

STOCKPLENTY, because our £1.8million TV campaign starts this April and 'Oriental' is sure to create even more yen!



# More users, more often, point to APD growth

Antiperspirant deodorants (APDs) are being used by more consumers more often. Elida Gibbs say 38.5 per cent of female and 24.6 per cent of male users now use them more than once a day, up from 24 per cent and 14 per cent four years ago. The trend towards compact and discrete sticks is perhaps a feature of this. Mennen's Mike Barber says that in the United States, where the stick market became fully established following a fluorocarbon aerosol scare, it is commonplace for people to use them in washrooms at lunchtime to freshen up.

Trade estimates put the expected value of the personal freshness market in 1987 at £113m excluding bodysprays (Elida Gibbs), or £148m if bodysprays are included (Beecham). Elida say that in value terms aerosols have held on to two-thirds of the market (excluding bodysprays) over the past four years, with 66 per cent predicted for 1987. The company sees continued growth for the stick sector for 1987, up to 10 per cent (1986, 8.5 per cent), at the expense of the roll-on sector, down to 22 per cent (1986 23 per cent). In volume terms, Elida say aerosols have an 84 per cent share.

Beecham say there was sterling growth in all sectors in 1986 with solid sticks up 23 per cent on 1985, aerosols up 20 per cent, bodysprays 19 per cent, and even roll-ons up 1 per cent.

Carter-Wallace say chemists (including Boots) account for 33 per cent of sales, maintaining share year on year. But the company says that drugstores, especially the major chains, are gaining. Despite already increased usage, the potential for further growth remains. Elida Gibbs say the American market has usage rates of 91 per cent of women and 88 per cent of men, so there is every reason to expect the UK market to continue to grow "for many years to come".

The market is littered with multivariant, multipresentation ranges. Elida Gibbs' Sure now comprises five aerosols, four roll-ons and three sticks, Gillette Right Guard is also represented in all three sectors, as is ZR and Carter-Wallace's Arrid.

Sure, claimed overall brand leader with 11.4 per cent, was relaunched at the end of

**Best friends are doing their job. BO is on the retreat, and that's official. According to Elida Gibbs, 75 per cent of women and 65 per cent of men now use a deodorant, compared to 67 and 54 per cent four years ago. There are now aerosols, roll-ons and sticks to suit every armpit, and increased usage means that sales are soaring by a massive 15 per cent a year. Are you getting your share...?**

February with new presentation Sure Active in aerosol and roll-on formats. All the packs have been redesigned with more modern graphics, though overall changes are minor; the Sure "tick" is still the dominant theme. On-pack offers have encouraged trial, and two new commercials support the range and Sure Active.

The Sure "tick" commercials have been going now for 18 years, though some of the early "jungle" versions might cause the company problems with the feminists of the '80s. After a year on Sure for Men, the company are returning to the ladies and the jungle theme, but this time the "urban jungle" of Macau. Television advertising will run from May to early September.

Gillette repackaged and relaunched Right Guard with a sport variant last year. This February the company turned its attention to their young female range ZR. New bolder packaging and presentation combined with new fragrances means a two aerosol, two stick and three roll-on range. Added value packs and couponing and sampling through the young women's Press in magazines like *Mizz*, *Looks* and *Just 17* complete the launch package. Brand manager Linda Bartlett says the young female sector shows the highest and fastest use up of deodorants.

Body Mist 2 became Body Mist Plus in



Body Mist 2 became Plus and men got Body Check'd in '86

1986, with the overtly masculine Body Check Plus aerosol introduced to take advantage of the rapidly growing masculine segment, which Beecham say is worth £40m a year.

Carter-Wallace say that Arrid Extra Dry and Arrid for Men account for more than 10 per cent of sales in chemists. Arrid will be supported by a £500,000 advertising campaign in daily newspapers and women's weeklies until July. Press advertisements feature a 10p coupon — 34 million coupons in all. 25ml extra fill cans will also be available. Arrid for Men Solid will be packed with 25 per cent extra at the same time.

Extra-free is also the name of the game in the lastest Mum roll-on promotion from Bristol-Myers, with 25 per cent extra free available on both original packs and refills. Mum Solid, launched last year, is currently on sale with a free Christy aloe vera face pack sachet attached. National television advertising will support the Mum range in the peak Summer months.

Exclusively in the stick sector are Mennen, whose Speed Stick was one of the pioneers of the sector. Earlier this year, the company launched Lady Speed Stick in three antiperspirant deodorant variants. Two male APDs have also appeared — in spice scent and fresh scent variants — to complement the three deodorant-only Speed Sticks. Andrew Gibson of distributors Chemist Brokers says that men are becoming more sophisticated — Mennen had to take the opportunity or get left behind. The company are investing heavily below the line, with flashed special prices and cross promotions between male and female lines in the trade now. Television advertising is scheduled for June.

Ashe's Amplex was heavily promoted last year with the "Don't get a complex, get Amplex", 10-second commercials running throughout the season (Did you spot Ronald Reagan?). The brand has moved up on Mum in the roll-on sector, and senior product manager Andrew Hampden is claiming brand leadership with 20 per cent on the lastest data. Mr Hampden says 80 per cent of

continued on p710

continued from p709

chemists and drug stores stock Amplex. Sales he describes as "extremely positive".

The commercials will be back this year, running from May to September and adding TSW, Anglia, Yorkshire, Tyne Tees and Scottish TV regions to the Central, London and TVS regions used last year. Extra value packs complete the promotional spend.

Cussons say the Imperial Leather brand name on their roll-ons and aerosols is proving a winner, backed, as it was last year, by 47 million 10p off coupons. Aerosols and

roll-ons are both on promotion at the moment, with 10p off aerosols and 30 per cent extra fill roll-ons selling at 62p instead of 65p.

At the fragrance end of the market, pharmacists should not forget that Shulton offer an array of deodorants in their male toiletries ranges. Seasoned campaigner Old Spice still features highly in league tables of stick sales; aerosols and deodorants are offered too. Blue Stratos (body spray and aerosol), Blue Stratos Sport (stick and talc),

Insignia (aerosol and stick), Mandate (aerosol), Pierre Cardin (spray and stick) and Grey Flannel (spray and stick) feature in the company's portfolio.

Linden Voss extended life anti-perspirant for twice weekly use has been around for over 20 years, say Wassen International. The company is supporting the Linden Voss range of four roll-on, two aerosols and one cream formulation with national consumer advertising in 1987, and improved retail advertising.

Back on TV this year — Ashe's Amplex "total freshness" range



## RECOMMEND

# CLINICIDE Lotion



The Carbaryl solution for head lice infections

PLUS FOUR  
MORE  
GOOD  
REASONS

1. The only aqueous based carbaryl solution
2. Residual effectiveness for additional protection
3. Plastic bottle — no risk of breakage
4. High patient acceptability

For further information see your De Witt representative or contact De Witt International Ltd, Seymour Rd, London, E10 7LX. Tel: 01 539 3334.

**CLINICIDE** the only aqueous based carbaryl lotion



Over the last few years C&D's annual personal hygiene feature has focussed on the boom in body sprays. And, far from slackening off, it's a boom that continues apace.

Leading the way, Elida Gibbs' Impulse

**B**odysprays, the sector that has grown from nothing five years ago and is growing at 25 per cent a year, is expected to be worth £27m in 1987, according to Elida Gibbs, manufacturers of brand leader Impulse. The company claims over 50 per cent of the total market for Impulse, with a figure that puts it third in total deodorants behind Sure and Right Guard.

Development over the past year has seen

continued on p712



Celebrating  
35 years  
of head lice control



# They put their heads together...

CARYLDERM  
CARYLDERM  
LOTION

The family treatment kit  
for the elimination  
of head lice  
in two hours



10 ml

CARYLDERM

For head lice  
infestation in their heads

100 ml

Shampoo and  
conditioner

PRIODERM  
LOTION

The family treatment kit  
for the elimination  
of head lice  
in two hours



100 ml

PRIODERM

For head lice  
infestation

10 ml

# ... so we did, too.

Modern thinking on family head lice control demands immediate, thorough treatment for all, even if only one head is infested.

It's the only way to be certain that infestation and reinfection through day-to-day head contact is eliminated from the family group.

To help you bring home the point to your customers we've introduced new PRIODERM and CARYLDERM FAMILY TREATMENT KITS with stylish new pack designs for maximum visibility.

Each contains 110ml of 2-hour kill lotion, a nit comb for effective treatment and diagnosis, plus detailed advice and instructions for use.

Family treatment kits are a brand new approach to the problem of head lice, and an excellent opportunity for you to increase sales in this area.

So contact us now for your FREE merchandising starter pack, including a colourful and informative new educational leaflet for your counter.

**PRIODERM®**

LOTION, SHAMPOO AND FAMILY  
TREATMENT KIT

**CARYLDERM®**

LOTION, SHAMPOO AND FAMILY  
TREATMENT KIT

Further information is available from:



Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of the Napp Pharmaceutical Group

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Prioderm Lotion and Shampoo contain Malathion Carylderm Lotion and Shampoo contain Carbaryl

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the extension of the brand to Impulse body mousses. For 1987, Elida plan a concerted advertising programme around the successful flowers theme — "Men just can't help acting on Impulse" — of the commercial. A series of nationwide promotions are planned, with Christmas gift sets including matched fragrances with Impulse body mousses.

Smith & Nephew's Limara occupies the number two spot. Since last year the company have added Close Encounters to its range, making seven fragrances in all.

For men, Elida have just added a fourth fragrance — oriental — to their Lynx range. The company promise a £1.8m television campaign breaking this month to stimulate extra purchases of a brand "that has doubled sales in the last six months of 1986".



## Four more Gems from R&A

Richards & Appleby are introducing a new range of four Gem body sprays. The company says the fragrances "are reminiscent of top beauty house perfumes". The sprays (£0.73) are packaged in electric coloured cans and named Ravishing, Thrilling, Daring and Endearing. As an introductory offer, the sprays will contain 20 per cent extra, at 90ml. Display material and testers are available from *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SF*.

# Follow trends to make more from sanpro



Do you make the most out of the stocks on your sanpro shelves? If you are underperforming, perhaps it's because you've failed to follow recent trends. Most brands now bear little resemblance to their predecessors of even a couple of years, while the folded and wrapped and pant liner sectors have grown from nowhere. The most recent development has been the creation of sanpro "wardrobes" of products — standard press-ons, slim towels, pant liners, folded and wrapped towels, and tampons — in complementary livery, under a banner name.

Here's a surprise. Pharmacies are not losing share to grocers in the sanpro market.

Over the years the grocery multiples have eaten away at the chemists' share in many traditional markets. That has, of course, been true of sanpro too, but, according to Chris Porter, marketing manager at Kimberly-Clark who manufacture the Simplicity range, the swing is levelling off, with pharmacies accounting for 40 per cent of the £126m market, which is estimated to grow by 5 per cent in 1987 to £132.5m (Table 1).

The reason, as Mr Porter sees it, is that 15 to 25-year-old women are much more likely to buy from an independent chemist. And if you think about it, pharmacies, despite

criticism of the lack of a private place for counselling, are a much more intimate place to buy than the conveyor belt checkout of the large grocery multiple.

How then, to make the most of this opportunity in a market which is similar in size to shampoos and toothpastes. Looking at the market as a whole, the 55:45 split towels to tampons has been maintained, give or take the odd point, throughout the 1980s. But there is growing evidence that the sustained growth in the sanpro field of around 5 per cent a year is due to the increasing numbers of women using more than one product during the month.

The trend towards slim towels and the growth of the "discrete" folded and wrapped



Alldays and Super plus Contour joined Dr White's last year (top). Meanwhile J&J's Carefree got folded and wrapped (bottom)

Table 1: Sanpro market

	1985	1986	1987 est
Total market	£118.5m	£126m	£132.5m
Volume growth %	+6	+5	

Source: Trade estimates



## Something Super is happening to your Pennywise sales.

Sales of Pennywise towels have always been impressive.

For the past few years they have been the exclusive brand leader of the Regular sector in independent chemists.

And we expect that the addition of new Pennywise Super towels will increase their popularity still further.

Especially as they'll be available to your customers at the introductory price of just 49p for ten.

**Pennywise Super. Super news for chemists everywhere.**

continued from p712

sector has continued, pant liners are growing rapidly, while traditional looped towels have declined further over the year (Table 2).

Smith & Nephew, makers of Dr Whites and Lil-lets, estimate that one in three women are now using both towels and tampons during the course of menstruation. And Johnson & Johnson have been marketing their pant liner Carefree as an inter-menstrual brand, with emphasis on everyday freshness. The company says that this trend will continue. "In Germany, nearly all women are now using pant liners every day of their lives. They account for half of the external market," a spokeswoman told *C&D*.

This perceived trend has led some companies into "wardrobing" their products. Smith & Nephew market the Dr Whites range, which was completed over a couple of years. Robinsons of Chesterfield's Cameo range appeared last year, followed in July by the appearance of Simplicity, by which Kimberly-Clark were able to group Simplicity towels, Brevia pant liners, Stowaway folded and wrapped towels and Fem tampons with co-ordinated packaging,

**Table 2: Volume and 1986 value shares of sanpro market**

	1985	1986	1987 est	1986	1986 fm
	%	%	%	£m	(% change)
Press ons	55	53	51	40	+3
Slims/folded & wrapped	14	15	16	11	+34
Pant liners	17	19	22	12	+18
Minipads	4	4	4	2	+7
Loops	10	9	7	7	-11

Sources Kimberly-Clark Johnson & Johnson

ties into the advertising campaign.

It's a move Chris Porter feels has been very successful. Kimberly-Clark are now brand leaders in the external sector, he says. "The relaunch packaging was designed to appeal to young consumers without alienating our existing customers," he says. "Simplicity press-ons are up 9 per cent in volume, and are the only maxi towel showing growth," he says.

One important addition to the range was the Simplicity Night-time towel, size 3. The company estimates that 5 million women use products other than their normal form of protection at night, while over 700,000 women a year require greater protection following childbirth. Night-time is a thicker,

more absorbent towel which gives, the company says, comfort and reassurance throughout the night.

It was a product opportunity that seems to have paid off. Mr Porter reports steady growth in Night-time. "We used to receive a number of letters from women with heavy flow who said they required more than one towel. Now we get 'where can I buy night-time?' or they say how pleased they are," he says. "We feel this is an opportunity that has not been fully grasped by pharmacists." Incidentally, Night-time is also being picked up as an incontinence product, because of its greater absorbency.

Smith & Nephew's Dr Whites' range has also seen product developments over the

## STOP SCABIES IN ITS TRACKS

Scabies (*Sarcoptes scabiei*) is a problem which appears in many different disguises and affects all social classes.

Once it is detected Quellada Lotion provides the decisive answer patients need.

Just one application of 1% Lindane (Quellada) eradicates scabies mites and eggs in 98%<sup>1</sup> of cases. It has been shown to be better than benzyl benzoate,<sup>1,2</sup>

and has the additional advantage of being non-stinging.

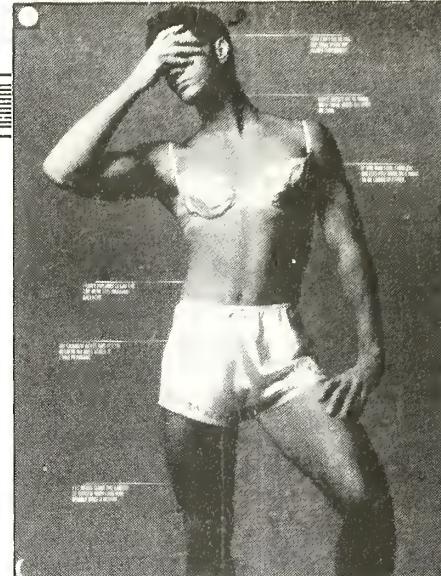
Quellada Application P.C. is a pleasant shampoo that does for crab lice what the lotion does for scabies.

Helpful Patient Information  
Leaflets on "Scabies" and "Crab Lice" are available from Department DR, Stafford-Miller Limited, Professional Relations Division, Hatfield, Herts AL10 0NZ.



**QUELLADA LOTION**  
Lindane 1%  
ERADICATES MITES AND EGGS

1. Medical Journal of Malaysia 1980;35:14-20.  
2. J. Am. Acad. Dermatol. 1981;5:517-527.



Have you ever wondered how men would carry on if they had periods?

At the risk of sounding sexist we must observe

that men are terrible babies when they're ill

— cold or easily become ill & headache

magazine independence a surgical bear attack

If men had periods they would go off for

the 3 week month seven mould the 3 day pack

The fact is its

women who have the

periods. Month after

month after month

for about 15 years

and far from

menstruation

carrying on women are busy for the most part

advertising

We like to think you're sensible

As the chart shows there are Dr White

products designed to make your life a bit more

bearable whatever kind of periods you have to

put up with

And whatever your preference might be

Dr White's Towels and Tampons

Help make your periods less of a problem

I didn't mean other manufacturers

we are the brand in the tampon sector & we

are made fresh

and are made biodegradable with cell

Dr White's towels tampons have a special

end applicator, ensuring clean make-up

and hygiene

Dr White's Towels

are very absorbent

and really rugged &

from over 1000

and Dr White's Tampons feel like a

period lacking in help you need in a

period

Our 100% cotton in the Tampon

means a simple to remove and all natural

period of length & health

But we're certain you won't be

when we say it's all Dr White's

More plaudits for Dr White's "man in underwear" ad, winner of this year's Mizz advertising award

Nana panty liners change from dots to echo press-ons



now stocked by 30 per cent of chemists, against only 20 per cent the previous year.

In the tampon sector, Tambrands Tampax and Smith & Nephew's Lil-lets still dominate. Tampax, the overwhelming brand leader in the £30m applicator sector, was advertised on television with a

Table 3: Press ons in independent chemists value share

Simplicity	30
Bodyform	13
Pennywise	12
Dr Whites	12
Libra	7

Table 4: Slim towels in pharmacies value share

Vespere	62
Nana slims	9
Simplicity stowaway	8
Dr Whites Secrets	7
Libra slims	7

Table 5: Pant liner value shares in pharmacies

Carefree	47
Bodyform Minima	15
Brevia	14

Sources: Kimberly-Clark

commercial which some say was the only one to capture the right mood. The company have continued with their series of on-pack offers; at the moment consumers have the chance to win one of four cassettes through purchase of special packs.

Smith & Nephew claim a 33 per cent share of the total tampon market and a 90 per cent share of the digital sector. The company relaunched Lil-lets last October in new "ribbon" packaging. Branding and product information appears on a clear outer wrap only, for greater discretion. The company is continuing its full promotional programme of on-pack offers; currently running is the "Fashion Freestyle" promotion which is combined with a 25p off next purchase Nivea shampoo or conditioner coupon.

Two Sanpro associated products which are being supported this year are Crookes' Femfresh and Combe International's Vagisil feminine powder.

The Femfresh range, boosted last year by the addition of a dispenser holding 24 cleansing tissues, will be supported by a May to October advertising campaign in the women's Press, including magazines like *Annabel*, *She* and *19*. Product trial will be encouraged through women's Press and provincial newspapers, say Crookes.

Combe's Vagisil powder, which the company says is 100 per cent talc free, will be supported by a £150,000 national women's Press campaign, running throughout the year.

past year. The Alldays pant liner was launched last August, together with a new super plus absorbency for the rounded-end applicator tampon, Contour.

Not all manufacturers agree the range approach is best. Johnson & Johnson's two main brands Vespre and Carefree currently dominate the slim towel and pant liner sectors. "Prior to 1986, there was a plethora of different brands, and this led to a lot of problems for consumers," a company spokeswoman said. "It made sense for some companies to join up brands in terms of coverage, but what we can do is exploit the potential of particular sectors more easily. I don't think range targeting is very tangible for women."

J&J are backing Carefree, which was folded and wrapped last year, as the everyday freshness pant liner with an £800,000 women's Press campaign in 1987. The company are promising product developments in the slim towel area, and have earmarked around £3m for a women's Press campaign for Vespre.

Sancella's Bodyform has maintained its position, and Minima pant liners are now under the Bodyform umbrella. Scott's Helen Davis comments that the company has had an excellent year all round, with much on the way for 1987. A super absorbency variant of Bodyform was launched a year ago.

Peaudouce, who created the folded and wrapped sector in 1985 with the launch of Nana, are another company active in just two sectors. The company says that the Nana range has attracted strong brand loyalty from younger women, and they will be aiming to capitalise on that success. The existing polka dot livery of Nana panty liners is changing to bows to echo the press-on packs.

Sanpro has a strong budget segment, with most of the big companies producing cheaper towels for the cost-conscious woman. Sancella's Pennywise, which is distributed exclusively through chemists, is one of the biggest. While its value share is shown in Table 3, a comparison of prices will give some idea what a strong position the brand holds in volume terms.

For 1987, Sancella have just launched Pennywise super. Helen Davis explains the rationale. "Pennywise is brand leader in independent chemists, but we found that it was not being offered in the variant required by some women, who were having to trade up to a bigger and more expensive brand." Pennywise super is packed in 10s, and is currently available in a price flashed 49p pack. The company are offering three free Pennywise super packs with every case of regular Pennywise ordered.

Chris Porter comments that Kimberly-Clark's budget brand, Promise, has received better distribution in 1986, and is

## Any takers for TV advertising?

It's just over a year since the first national television advertisement for sanitary protection hit the screens. This month the independent television companies and the Independent Broadcasting Authority are reviewing the situation at the halfway stage of a two year test. A number of manufacturers have dipped a toe in the water, but it seems that unless the rules are relaxed, not all of them will be back.

You won't find any sanpro advertising on television at the moment. But can you remember any of the advertisements that have been running since last March? Tambrands' "frozen villa" perhaps — "Why stop when your period starts?". Or perhaps the pastel graphics and catchy tune of

Kimberly-Clark's Simplicity "Take everything in your stride".

Maybe. But what about Smith & Nephew's three Dr White's ads?

The problem has always been content. The products themselves cannot be shown, technical details are forbidden, and as a

consequence the advertisements have been criticised as too subtle, or bland and understated.

Sancella decided right from the outset that they would not be involved in television advertising under the present rules. It's a decision the company's Helen Davis feels has been proved right. "Why waste investment in television when you can say exactly what you want and use greater capacity in Press," she says. "Obviously, if they relax the guidelines we may have to think again."

Johnson & Johnson, who testmarketed television in the Granada area last Spring, have no plans to follow up with a national campaign. The company chose Carefree panty shields rather than slim towel Vespré

## Approaching the problem of perspiration

Mary Lawton, scientific officer, of the Cosmetic, Toiletry and Perfumery Association, outlines the current thinking on how anti-perspirants and deodorants work.

It is reputed that Napoleon found body odour to be very attractive, but most people find it to be embarrassing and indicative of uncleanliness. In particular, in the underarm region, odour is thought to be unpleasant. But the British must have more honest best friends than our continental colleagues, as we head the "league table" for anti-perspirant/deodorant use.

Many products have been formulated for combatting this malodour and they are available in a wide range of packaging — solid sticks, aerosols, roll-ons, squeeze bottles and creams. Consumer usage is increasing consistently, with the solid stick sector especially growing rapidly.

It is important to distinguish between the purposes of an anti-perspirant and a deodorant. An anti-perspirant is designed primarily to reduce axillary wetness ie, perspiration, and contains "active" ingredients. Deodorants are designed to reduce axillary odour, and usually contain agents to counteract the microbial breakdown of perspiration which leads to unpleasant odour, but some are fragrances in solution, simply acting as a "cover". Many products on the market exhibit both anti-perspirant and deodorant properties.

### Physiology

Perspiration is a normal healthy process which helps regulate the body temperature — heat is lost through evaporation of moisture from the skin's surface. It also has other functions, eg eliminating lactic acid formed during anaerobic muscular exercise and helping protect the skin from dryness.

The secretory organs involved in this process are the 2,380,000 sweat glands

found over the whole body, of which there are two functionally and structurally different types (see figure).

The **apocrine** large coil glands begin to function at puberty. They discharge a milky white viscous fluid, rich in fatty and nitrogenous materials, which is attacked by bacteria on the skin surface and gives off an offensive odour. These glands are few in number and mainly found in the axillae, and in the mammary, anal and pubic regions. They usually open into the upper part of a hair follicle just below the surface of the skin and react to emotional stimuli such as fear, excitement and anger.

The smaller coil glands or **eccrine** are the true sweat glands found over almost the entire body surface. They consist of a tubule opening directly onto the skin and extending down to the dermis or sub-dermis. It is now thought that there are two types of eccrine glands — the ones on the palms and soles of the feet respond to emotional stimuli exclusively; the majority on the rest of the body are mainly thermally responsive, and their main function is to secrete water for evaporative cooling. The eccrine secretion is therefore over 99 per cent water with small amounts of organic and inorganic compounds such as mixed amino acids,

urea, ammonia and glucose. It can also contain up to 0.1 per cent lactic acid.

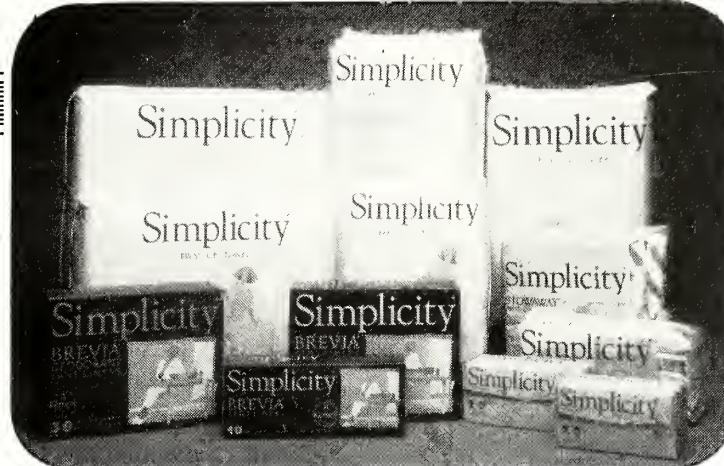
The production of sweat varies considerably. Reports show wide differences between individuals, body sites and individuals studied at separate times under seemingly identical conditions. The process is intricate and not fully understood.

If all the sweat glands functioned at their maximum potential, about 10 litres of sweat a day would be produced. Investigations have shown that the human axillae can produce over 12g an hour. Although mainly apocrine glands are present in the axillae, it is the eccrine (25,000 in each vault) which secrete these large quantities of sweat.

### Origin of odour

Both eccrine and apocrine sweat are sterile and odourless when discharged. Bacteria present act primarily on the apocrine sweat, as it is rich in organic material, to produce the malodour. A range of volatile degradation products have been found:

- low molecular weight fatty acids (caproic, caprylic, isovaleric and butyric)
- ammonia
- amines
- indoles
- mercaptans



for the test because it felt the "personal freshness" benefits of Carefree could be more easily communicated given existing restrictions. It is also marketed as an all-month product.

J&J echo Helen Davis's comments. "The women's Press gives the most economical coverage in terms of what you get for your money," a spokeswoman said.

The longest television campaign has been Kimberley-Clark's for Simplicity, which ran from July through to February, with a month break in December. The

Digitized by srujanika@gmail.com

commercial was designed to reflect the appearance of the packs by using the same graphics. And the company reports an increased share of the market across their whole range over the previous year.

The IBA has received upwards of 800 letters of complaint about the advertisements over the year, compared with the few dozen it expects to receive about other areas. Complaints have not been about the particular advertisements themselves, but about advertising in this product category at all, a spokesman told *C&D*.

A survey by Channel 4's "Right to Reply" programme found viewers writing in a ratio of two to one against such advertisements. But, as the programme showed two weeks ago, viewers in Scandinavia and the US have been treated to more "explicit" advertising for years.

Major changes in the guidelines for what can and can't be said on television in this context seem unlikely. So will the manufacturers continue to use a highly priced media for what is seen by some to be of dubious benefit?

An analysis of advertisement spending across the media during 1985-86 by *Marketing Week* from figures collected by MEAL, found that television accounted for £1.2m of the total £5.2m spent on sanpro advertising. It will be interesting to see the figures this time next year.

- hydrogen sulphide
- phosphine
- steroids

The watery eccrine gland sweat probably aids odour production by dispersing the apocrine secretion and keeping the area moist. Coarse axillary hair provides a large surface area for this to take place. In addition, the pH of the axillae is higher than the rest of the body. All this favours bacterial proliferation.

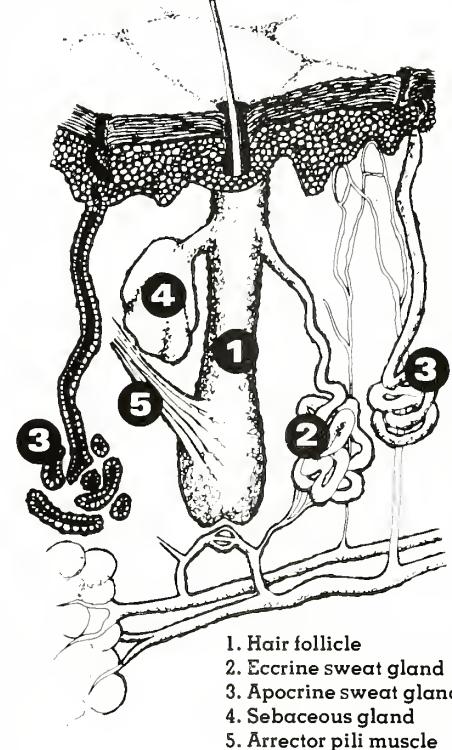
As well as bacterial degradation of the apocrine secretion there will be contributions to the odour from the breakdown products of keratini, cell debris, sebum and bacterial excretions. The basic odour is also dependent on the individual, food last eaten and physical and psychological conditions.

Theoretically there are several ways to control odour: inhibit gland secretion; remove secretions; impede bacterial growth, or absorb body odour. Anti-perspirant formulations utilise the first approach.

## Anti-perspirants

Anti-perspirants act by decreasing sweat gland secretion. Historically many metal salts, including those of aluminium, zirconium, zinc, iron, chromium, lead and mercury, were studied for their astringent (shrinkage of sweat duct orifice) properties. Most, however, were too toxic or cost prohibitive. Nowadays most formulations use aluminium and zirconium salts.

Aluminium salts are widely used as they display bactericidal (ie deodorant) properties as well as having anti-perspirant activity. Initial work noted that a 25 per cent solution of aluminium chloride dabbed on the armpits every day reduced excessive sweating. Aluminium chloride is still used today but less frequently, since it can stain clothes due to its relatively high acidity, and



may irritate the sensitive skin of the axillae.

This led to formulations containing the less acidic aluminium chlorohydrates as these had reduced side effects to aluminium chloride. Zirconium salts show similar anti-perspirant action. Nowadays complexes combined with aluminium — eg aluminium zirconium glycinechlorohydrate — are used in the main. Zirconium-based products are not permitted in aerosols.

There have been many studies to determine the mechanism of anti-perspirant activity. One theory currently favoured is that the aluminium salts prevent the excretion of sweat by forming a plug of

aluminium hydroxide and related species in the sweat duct. Such formation must be related to the spiral structure of the human duct as short and straight animal ducts are unresponsive to anti-perspirants. Alternatively, it has been suggested that the plug is formed by the aluminium ion complexing with and precipitating proteins.

Electron micrographs suggest that the aluminium zirconium chlorohydrates act predominantly in the stratum corneum (the dead layer of cells on the skin surface), whereas aluminium chlorohydrate is believed to act in the viable epidermis as well. Such a hypothesis is confirmed by tape stripping experiments. The action of aluminium chloride would appear to be in the dermal or deeper epidermal layer.

Other theories for anti-perspirant action include dermal resorption of the sweat or the decreasing of an electro-physiological gradient by the metal ions. There can also be swelling of the sweat gland orifice due to several factors. Thus the detailed action is not yet completely understood. It should be remembered that the deodorant ability of these ingredients will contribute to total effect.

In the medical condition of hyperhidrosis (excessive sweating) anticholinergic drugs are used for their anti-perspirant activity. Since the eccrine glands produce sweat when triggered by acetylcholine, then the use of these drugs, for example atropine or scopolamine hydrobromide, inhibit sweating. The anticholinergics are poor skin penetrants so the vehicle is important. These products are not considered as cosmetics.

## Deodorants and ingredients

Any compound that acts by inhibiting the growth of micro-organisms can theoretically be used as a deodorant and many bactericidal agents are available eg the

continued from p717

quaternary ammonium compounds and the cationics. Triclosan, zinc phenolsulphonate and chlorhexidine are widely used. Antioxidants such as vitamin E have been put forward as deodorants, but it appears they have a limited success and are best used in combination.

Using an enzyme inhibitor to deactivate the degradative system of the bacteria is another deodorancy method. These ingredients will also act as anti-microbials. The esters of hydroxycarboxylic acid have been looked at here. Sodium bicarbonate was used for many years as it neutralises the volatile acidic compounds to form stable odourless salts. Other potential odour absorbers include ion-exchange resins and the metallic salts of certain organic acids. In particular, zinc ricinoleate seems effective towards the amines and mercaptans.

## Product types

Today solid stick anti-perspirants are becoming increasingly popular but the major sector is still aerosols. Laboratory studies have suggested that sticks can reduce sweating by 30 to 40 per cent compared to aerosols which some studies show can produce a sweat reduction of 45 per cent. The sticks are generally a waxy matrix containing the "active" ingredient with a volatile silicone. For example, cyclomethicone and polypropylene glycol-butyether gelled with stearyl alcohol, hydrogenated castor oil and other polyol/stearate esters are commonly used.

Aerosols are usually powder in oil suspensions with the aluminium chlorohydrate "active" in the powder form. Creams are not as common now and those available are mainly non-ionic emulsifying systems containing glyceryl monostearate and/or PEG fatty alcohol ethers. Humectants are added to prevent the cream drying out.

Roll-on products give a reduction of sweat of up to 35 per cent. They are marketed as oil in water emulsions which are slow-drying or quick-drying hydroalcoholic solutions of aluminium chlorohydrate or zirconium aluminium chlorohydrate. Here the viscosity is important so the roll-on ball moves freely.

Deodorants are mainly purchased as sticks or the recently introduced body sprays which lie somewhere between a deodorant spray and a moderately priced perfume. The sticks are usually hydro-alcoholic or hydro-glycolic solutions combined with sodium stearate to form a gel. These produce a product which is neither greasy nor sticky and which dries quickly. Deodorant body sprays are largely ethanol-based plus perfume.

Clearly advances will continue, and as the mechanism of anti-perspirant action is better understood, new products will be formulated.

# Not simply a matter of hygiene . . .

***Pediculus humanus* and *Sarcopetes scabiei* may be unfamiliar names, but as lice and scabies they are not unfamiliar reasons for a pharmacist's advice.**

**N**app Laboratories estimate that two out of every five children may be infected with head lice during the course of a year. And the lice may be present for months before they are spotted!

Contrary to popular belief, head lice prefer clean hair. Transmission is by head contact only, but the hurly-burly of the school room gives plenty of opportunity for cross-infection. Napp say that lice prefer children's heads anyway, with the closer hair spacing giving a better environment. Incidence declines with age, and while women may get infected, men do only rarely.

Infection can be detected by running a fine-toothed comb through the hair right from the roots, while holding the head over a light-coloured cloth or paper. This may disturb nits, the pin-head sized white empty egg cases, or the lice themselves. (Incidentally, thorough brushing or combing is in itself therapeutic, as it physically damages both eggs and lice.) Live eggs may be seen attached to hairs close to the scalp; inflamed bites are another sign.

Treatment these days is exclusively confined to the use of insecticides malathion and carbaryl. Individual health authorities will rotate the use of the preparations to lessen the likelihood of resistance developing, and community pharmacists, who may be asked to recommend a treatment, should be aware which is in current use. The market is estimated by Nielsen to be worth £1.5m in 1987.

Alcohololc lotions are generally considered better than shampoos, providing a higher concentration of insecticide on the hair and scalp as the alcohol base evaporates. Because they are washed off, shampoos do not have the residual effect of the lotion which is not, and treatment should be repeated twice, at three day intervals, to catch any eggs that have hatched, say Napp. Shampoos, however, are more suitable in patients with broken skin, in asthmatics, and on babies.

It is important to treat all the family, and to make sure that a whole class is treated, to

prevent reinfection from residual colonies.

Napp's Prioderm (malathion) and Carylderm (carbaryl) both come in lotion and shampoo formats, while International Laboratories also cover the whole spectrum with Suleo-C (carbaryl) lotion and shampoo and Suleo-M (malathion) lotion, and the water-based Derbac shampoo (carbaryl) and liquid (malathion). Both companies produce associated products that may be of benefit, like the Napp Detector Comb, and Derbac comb and soap.

De Witt have recently introduced Clinicide lotion in association with Clinicomb. An aqueous-based carbaryl formulation, De Witt say Clinicide has no odour, is non-flammable and is specially formulated to aid post-treatment protection.

The lotions mentioned above may also be of use in the treatment of scabies. Indeed lice infection often co-exists with scabies, which is characterised by intense itching around the burrows of the female mite, which appear as linear streaks up to 10mm long below the surface of the skin. Sites particularly affected include the web between and sides of the fingers, palms, fronts of wrists and tops of the feet. Up to 30 eggs are deposited in each burrow, hatching within four days.

Treatment with all scabicides is similar, by application to the whole body, excluding the head and face (where infection is rare), washing off after 12 to 24 hours and changing bed linen and underclothes.

Stafford-Miller say Quellada lotion, containing lindane (gamma benzene hexachloride) accounts for nearly 60 per cent of all prescriptions for scabies treatment. The company estimates the scabicide market at £850,000 a year at rsp, growing at 7 per cent a year. Quellada will continue to be supported with advertising in the GP Press throughout 1987, Stafford-Miller say.

Gamma benzene hexachloride is also available in cream format as Care Laboratories' Lorexane and Napp's Esoderm lotion. And scabies can also be treated using monosulfiram (ICI's Tetmosol) and crotamiton (Ciba's Eurax).

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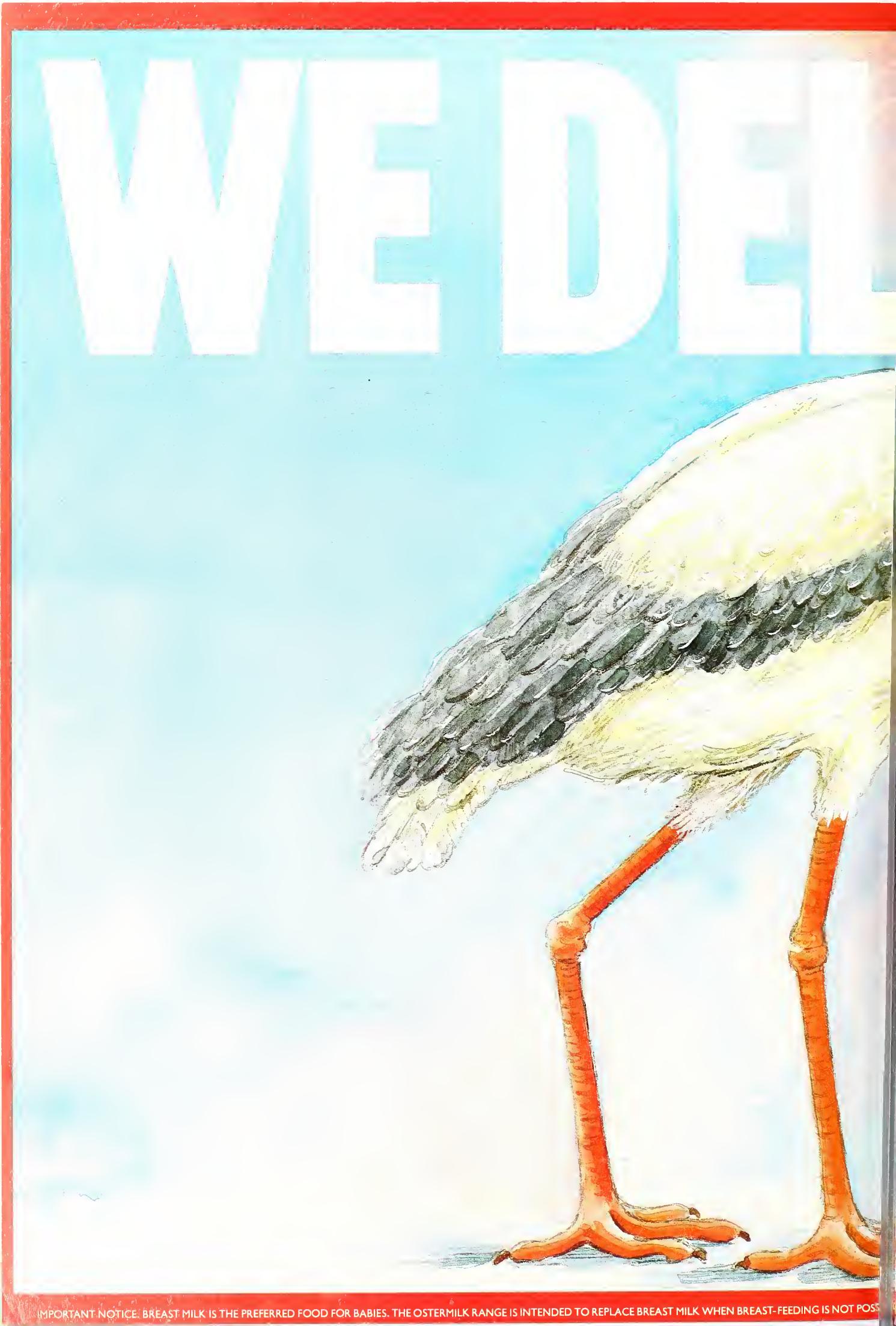
That's only part of the story. The Natrena range has been repackaged to look bolder, brighter

and very eyecatching. As a result of trade demand we've added a newcomer to the range, granulated Natrena for sprinkling spoon for spoon like sugar.

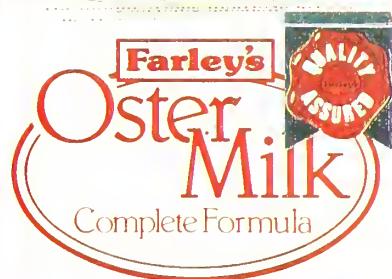
Then, as if that wasn't enough, we've invested in an intensive and persuasive consumer promotions programme to encourage trial and repeat purchases.

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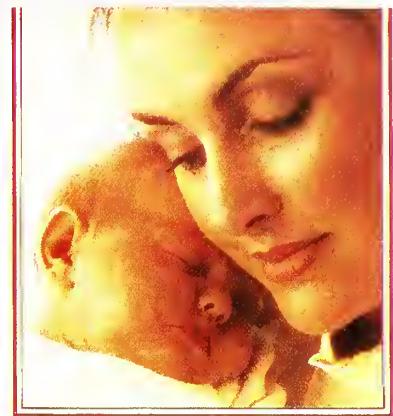
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CD18/4

## NEWS

### Reassurance on MMM's cost saving plans

Reassurance was given last week that proposed cost savings in the supply of drugs to hospitals would not usurp the pharmacist's advisory role, nor would they be an attack on wholesalers or manufacturers.

Mr Tom Critchley, NHS director of procurement, explained at a Press briefing how the independent MMM Consultancy Group had examined hospital pharmaceutical purchasing and distribution in England and suggested ways to save at least £15m a year by adopting new procedures.

The MMM report identified four main areas for further study - better planning and logistics, overall reductions in regional stockholdings, improved liaison with manufacturers and distributors leading to higher productivity and cost effectiveness, and negotiations aimed at achieving more competitive prices. One suggestion was the adoption of regional short-line stores for fast-moving high value products for which manufacturers offered high discounts, with most other lines being obtained from a prime wholesaler.

Mr Critchley explained that manufacturers and wholesalers were not expected to lose out but stood to gain from improved planning and contracting methods. Cost savings would not be made by reducing the amounts on the tender but by changing the methods of handling drugs, such as reduced stockholding. Better estimates of drug requirements would help the industry to plan its production more efficiently. "We're looking at the total supply chain rather than just narrowly looking at the tender price for a set of items," he said.

He went on to stress the importance of giving pharmacists the chance to contribute, because their professional expertise and product knowledge was essential for success. "There is no way a supplies officer would buy something against the professional advice of the pharmacist," he said.

The NHS Management Board, for whom the report was commissioned, believed that commercial control of goods purchased for the NHS should rest with supplies officers who would not buy solely on price but on value for money, in which they would be guided by the relevant professions. It would be a partnership in which the pharmacist would draw up the specification and the supplies officer buy on the best terms.

Miss Joan Greenleaf, regional pharmaceutical officer, North East Thames Health Authority, said that most items were ordered from wholesalers and there was no suggestion in the MMM report that there should be restrictions on the range ordered because this was something the pharmacist decided with professional colleagues. There should be no controversy over the 200 or so items in the short-line store.

Asked about the effect on wholesalers, supplies officer Mr Ted Welsh said there was no general answer because not every region would have a short-line store and in some cases wholesalers might gain rather than lose business. Items in the short-line store would depend on the types of products used by the region and the existing service offered by wholesalers. One aim was to put arrangements with wholesalers on a more formal basis which could help them with planning.

Copies of the report have been sent to health authorities who have been asked to formulate regional programmes and indicate by June 15 how they propose to implement changes. Mr Critchley said the NHS Management Board was not suggesting the report be implemented without delay in its entirety. It was up to each region to decide how savings could be achieved, based on the report's guidance. He thought major savings would be apparent in 1988-89 and build up progressively as techniques improved.

## NPA malaria mail out

The National Pharmaceutical Association is mailing a news item on malaria to the media, suggesting that travellers check with their pharmacist or doctor which prophylactic drugs are appropriate for their destination.

The NPA warns that although changing areas of mosquito resistance appears to be less of a problem this year, it is still not prudent to rely on lists that are more than a few months old. Members wanting more data are asked to telephone the information department at Mallinson House (0727-32161) or one of the following specialist centres: East Birmingham Hospital department of communicable and tropical diseases (021-7724311), Ruchill Hospital communicable disease unit, Glasgow (041-9467120), Liverpool School of Tropical Medicine (051-7089393) and London School of Hygiene and Tropical Medicine (01-636 8636).

Pharmacists are reminded to stress that no medicine is guaranteed 100 per cent effective and the drugs should be started a week before travelling, continuing up to six weeks after returning.

## Crime wave hits chemists

Two addicts have been jailed for over three years after an attack on a Swansea pharmacist and his wife.

Alan Murphy was hit over the head with a wooden club, and his wife Ann was threatened with a knife as the robbers shouted "Where are the drugs? We need drugs. We are desperate," Swansea Crown Court heard recently.

This is one of a series of crimes on chemists reported in recent weeks. In a similar case last month pharmacist Philip Rosser was tied up at his shop in Barrow-in-Furness while three drug addicts armed with steel bars threatened him into giving them the keys to the CD cabinet, Lancaster Crown Court heard.

In Luton, pharmacist Arthur Williams was threatened with a knife at Hopkins Chemist, Round Green, last month, reports the *Luton News*. A raider got away with till contents of £120. Mr Williams was robbed of drugs in the same shop 18 months ago. And in Coventry three men chased a victim into A.L. Chemists, where they scattered display goods and snatched more than £200 from the till.

## Posers, Pills and Oracles

The article on Beecham's Pills reminds me that the intensive advertising of the founders was effectively carried on after their deaths. From my early days in the Liverpool of the 1930s I recall promotional methods unheard of today.

One device of great appeal to a little lad was the "Beecham's Oracle" — a blank piece of paper marked with a spot to which a lighted cigarette was applied, whereupon a message extolling the virtues of the product miraculously burned its way across the paper. I wonder if this was the first advertising use of "carta nitrata"?

Another very popular form of promotion was the regular issue of little booklets, about 2½ in square, in which the 'messages' were interspersed with jokes, riddles, facts, etc. One such page illustrated a monkey sitting on a platform atop a high pole set in the centre of a circular compound in a zoo. A visitor approaches the compound and the monkey turns on his perch to face him. Slowly the man walks all the way round the perimeter and returns to where he started, and as he does so the monkey also turns so that it is directly facing the man all the time. The poser is simple, but after mulling it over for more than 50 years, I am no nearer the answer: Has the man walked round the monkey?

**W.D. Emmett**  
Exmouth, Devon

## COMING EVENTS

### AIDS conference

The Anglia Region of the Pharmaceutical Society is holding a conference on AIDS on May 17 at the University Arms Hotel, Regent Street, Cambridge.

The conference starts at 10am finishing at 5pm. Speakers include Dr S. Carne, from the Middlesex Hospital, Dr B. O'Mahoney from the Wellcome Foundation, Dr A. Karpas, assistant director of research at the Cambridge department of haematological medicine, and Ms C. McHugh, information pharmacist at the Middlesex Hospital. Lunch and tea will be provided. Details from Dr S. Ellis, RPhO, *East Anglian RHA, Union Lane, Chesterton, Cambs CB4 1RF* (tel 0223 61212 ext 207).

### More stoma care

The following additional courses on stoma care and ostomy have been organised by the National Pharmaceutical Association's training department in conjunction with Squibb Surgicare.

(For original list see *C&D*, March 21, p524). All meetings begin at 6.30pm with buffet, unless otherwise stated.

**Leeds.** April 22, 7pm. Garland Gallery, Littlewood Hall, Leeds General Infirmary, Great George Street, Leeds; **Winchester.** May 12, Royal Hotel, St Peter Street, Winchester, Hants; **Glasgow.** May 12, Bellchonston Hotel, Paisley Road West, Glasgow; **Newcastle.** May 12, postgraduate centre, Royal Victoria Infirmary, Queen Victoria Road, Newcastle-on-Tyne; **Dartford.** May 12, Royal Victoria and Bull

Hotel, 1 High Street, Dartford, Kent DA1 1DU; **Hounslow.** May 12, The Osterley Hotel, 746 Great West Road, Osterley, Isleworth, Middlesex; **Swansea.** May 17, 10am, Ladbroke Hotel, Phoenix Way, Enterprise Park, Swansea, followed by lunch.

### Education day

Community pharmacists in the West Midlands are invited to an Education Day on May 20 at the department of pharmaceutical sciences, Aston University, Birmingham.

The session begins at 3pm, and pharmacists who are unable to attend during the day are invited to a buffet supper and evening session at 7pm. Details from Janet Allen (tel no. 021 359 3611 ext 4202).

*Thursday, April 23*

**Bedfordshire Branch, Pharmaceutical Society.** 8pm, at the Bird-in-Hand, Henlow Camp Crossroads. Annual meeting  
**Bristol and District Branch, Pharmaceutical Society.** 8pm, in the postgraduate centre, Frenchay Hospital. AGM "Drugs and the driver," sponsored by Merrell Dow Pharmaceuticals  
**Dundee & Eastern Scottish Branch, Pharmaceutical Society.** 7.30pm, in lecture theatre 3, Ninewells Medical School. Annual meeting, followed by a talk on "Contact lens solutions".

**Wey and Kent Branch, Pharmaceutical Society.** 7.30pm, in the post-graduate centre of Kent & Sussex Hospital, Tunbridge Wells. Mr A P Andrews, head of legal department, SE Thames RHA on "The pharmacist and professional liability", followed by Annual meeting

**Wirral Branch, Pharmaceutical Society of Birkenhead & Wirral Pharmacist's Association.** 8pm, at the Wirral post-graduate medical centre, Clatterbridge Hospital. Annual meeting. Light meal at 7.30pm.

**Stirling & Central Scottish Branch, Pharmaceutical Society.** in the Regency Suite, Terraces Hotel, 4 Melville Terrace, Stirling. Annual meeting followed by hot meal

### Advance information

**Retail Europe '87.** May 19-21, Novotel, London. Further information: SPECTRA, tel (0734) 794161  
**The Royal Society of Medicine.** June 4, 5, 30 for 6pm, "The work of the CSM" led by Professor A W Asscher, chairman, CSM. Ticket only from Miss Dominique Blanschong, RSM (tel 01-408 2119)

# Patents Amendment Bill ends Lords journey

**The Patents (Amendment) Bill, designed to remove drugs patented between 1967 and 1978 from the licences of right provisions of the 1977 Patents Act, completed its passage through the House of Lords before Parliament adjourned for the Easter recess last week.**

Its chief sponsor, Lord Northfield (Lab), an adviser to a pharmaceutical company, again faced strong criticism from the Opposition benches during the third reading debate.

Without direct Government intervention to assist its progress — an option which seems already to have been ruled out by the Prime Minister — the Bill has virtually no chance of being approved by the Commons.

The controversial circumstances in which the Bill was introduced by a Peer with an interest in a pharmaceutical firm after he had received an assurance of Government support for the principle involved were recalled by Lord Williams of Elvel from the Labour front bench.

Lord Beaverbrook, a Government spokesman, reaffirmed that the DHSS had calculated that cost implications for the NHS if the Bill were to be implemented "would not be significant".

A Departmental analysis "indicated that in 1985 and 1986 there were estimated cost savings of less than £1m in the first year and about £1.5m in the second year due to licences of right". These sums, said Lord Beaverbrook, should be measured against the total NHS drugs Bill of £1,800m a year.

## Branded as own-labellers

**Private brands will take up about a third of all retail sales by the end of the decade, according to a retail analyst.**

Sales of private brands — brands owned or controlled by retailers — now account for more than 25 per cent of all retail sales. There'll be growth in nearly all product sectors over the next few years, Malcolm Greenhill of Management Horizons told a recent conference on private branding. In the grocery sector, the level of private brands runs at 30 per cent of sales now and is expected to reach over 35 per cent by 1990.

In the first five years of this decade,

chemists' share of own brands (figures exclude NHS receipts) has gone up from 30 (in 1980) to 32 per cent (1985) — bringing in £400m of the sector's £1,240m turnover. In 1980 they made £200m out of the £669m turnover.

Meanwhile, smaller groceries brought in £470m out of their £4,030m turnover in 1985.

Pharmaceutical products sold around £80m worth in own brand — out of a total £500m consumer spend in 1985; and cosmetics and toiletries had around £450m own brand sales, out of a total £2,700m.

As for the retailers themselves, Boots' own brands made 32 per cent of their total sales, bringing in £475m in turnover. And Superdrug made £30m turnover from their own brands in 1985 — 15 per cent of their total sales.

## Cancer award from Lederle

**Lederle Laboratories are to give an award for the most imaginative scheme aimed at improving the quality of life for cancer sufferers.**

Projects concerned with drugs or therapy; and charities, marketing and manufacturing companies are excluded.

The award is a signed copy of the bronze sculpture "Young Dancers" by Brenda Naylor, valued at £2,850.

The company plans to make an annual

award for the next five years. The closing date for this year's entries is June 30. Details from Lederle Bronze Award for Innovation in Cancer Care, Red Lion House, High Street, High Wycombe, Bucks HP11 2BX.

**Unilever** are to sell off the Stauffer chemicals company bought along with Chesebrough Ponds last year. Some observers are putting ICI high on the list of likely buyers.

**Unichem's** Preston depot has moved to Dodd Way, Walton Summit, Bamber Bridge, Preston, Lancashire PR5 8AE (tel: (0772) 323000).

## Profits up — shares down . . .

**In its perverse way, the City gave a thumbs-down to Glaxo's latest six-months figures — even though these showed a 45 per cent climb in pre-tax profits to £376m.**

High expectations meant the results fell some £14m below the forecasts, and they were greeted with a 72p drop in Glaxo's share price to 1431p. The Zantac anti-ulcer treatment brought in nearly half the company's total sales in the six months to December. It now claims 52 per cent of the world market and has been a prime feature in Glaxo's recent share performance.

## All credit to small firms . . .

**Late payment is still a major headache for small businesses — but most of them are unaware of the voluntary codes covering late debts.**

These are the findings of a report by Dun and Bradstreet — which found late bill payment was a problem for 96 per cent of its respondents. Last year the Government launched "Payment on Time" — a code of practice. But the survey showed this to have no impact on speeding up payment — and 81 per cent had never read it.

The Forum of Private Businesses has brought out its own report — "The Way Forward" — and their conclusion is that statutory interest is the only way to solve the problem of slow debt payment. Parliament must give creditors a legal right to claim interest on all overdue debts, says the Forum — adding that this will be a special help to small firms supplying bigger customers.

The UK's small businesses are now owed £57bn, says the report — and they wait on average 75 days from the date of invoice for payment.

**The Department of Employment's** general index of retail prices for all items for March 1987 was 100.6 (January 1987 = 100). This represents an increase of 0.2 per cent on February 1987 (100.4) and an increase of 4 per cent on March 1986.

**The Department of Trade and Industry's** retail sales index for February shows chemists up 14 per cent to 203. The figure for all businesses is 153 — up 9 per cent.

## Vantage franchise plan wins frowns and fans

The new AAH franchise scheme, putting independents into Vantage symbol shops (see C&D last week, p667), has received a mixed reception from the industry.

"Interesting, and on the face of it attractive" is the view of Tim Astill, National Pharmaceutical Association director. "If it's an opportunity for young pharmacists to acquire businesses, and will help proprietors who want to retire and sell, then we welcome it very much," he commented. "To go into competition you must be prepared to sacrifice a measure of independence — that's precisely the message behind Numark and Unichem. And though being franchised to Vantage will limit your flexibility, you can eventually become completely independent".

The Unichem view couldn't be more different: "Wholesalers should be providing a service to independents — not

trying to poach their business", says finance director Geoff Harris. "We've always deplored wholesalers getting into competition with other customers and we don't see this in any other light. I can't see the benefit of paying a royalty for something that's the same as it was before — and I don't see a better Vantage coming out of this".

And Trevor Dixon, managing director of Independent Chemists Marketing Ltd, sees pros and cons to the scheme: "Personally I wholly endorse the desire to improve the standard of a retail operation within independent pharmacy; and if this is a step forward, it's a good thing. On the other hand, one of the main strengths of a voluntary group like Numark is that it allows an independent pharmacist to have all the advantages of a disciplined group, but also the freedom to develop as an entrepreneur. In this respect, it can be a step backwards for the pharmacist wanting to stay independent."

Pharmacists at Vestric's Vienna Convention were receptive to the franchise package. They accepted reassurances that the scheme would not set AAH, the wholesaler, against their retail customers. And the 50 per cent pharmacy buy-back option was well received.

## Scott's away

Belfast-based SHS Distributors have relinquished the Scott Ltd chemist account. Chairman Joe Sloan of SHS says a conflict of interest had developed as Scott sought to expand into the tissue market, where SHS already handle rival Inversoft products. SHS were also experiencing conflict with Scott sanpro products and their recently acquired Robinson of Chesterfield agency.

**Martin Biggs Associates** are offering pharmaceutical manufacturers a deputising service for qualified persons, aimed at manufacturers who need cover during holidays, illness and staff changes. *Martin Biggs Associates, 47 West Street, Dorking, Surrey (tel: 0306 885766).*

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	<b>Copy date</b> 4pm Tuesday prior to publication date.		
	<b>Cancellation deadline</b> 5pm Monday prior to publication date.	<b>Half Page</b> £700.00 (125mm x 180mm) <b>Quarter Page</b> £350.00 (125mm x 88mm)	<b>Ring</b> Mike Gould Ext 476 for further information

### Appointments

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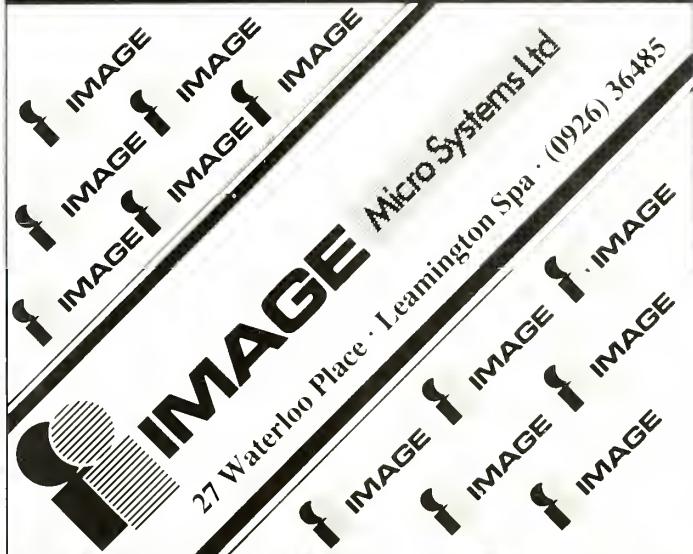


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## Individual service the way ahead

The pharmacist's *secundum artem* has greater scope for expression today than at any time in the past 30 years, believes Merrell Dow Pharmaceuticals managing director Ron Irwin.

Speaking at a Pharmaceutical Society of Northern Ireland Council dinner to celebrate the company's presentation of a plaque (see photograph), Mr Irwin, who qualified as a pharmacist in Belfast, said the opportunities were expressed in the report "Response to symptoms in general practice pharmacy." The application of specific remedy for specific patient condition would be the challenge, he said, and resources to finance this individual attention could come from products whose benefit could justify one adequate profit margin to cover the service.

There had been a tendency for percentage margins to the pharmacy to be reduced, which could only set the clock back, he continued. Even though such products might claim television advertising and promise rapid turnover of stock, the principle ran counter to pharmacy's future. His company believed in providing products with high benefit, which meant the patient was willing to pay a realistic price including adequate profit to cover the individual service. This was the only way to secure pharmacy's future.



PSNI Fellow and treasurer George McIlhagger has retired, leaving his part-time job as pharmacist at the Ulster Clinic in Stranmills Road, Belfast. Mr McIlhagger, who was previously chief pharmacist at Belfast's Royal Victoria Hospital, is the longest serving member of the PSNI and the oldest past president. He is pictured here with a terrarium he was given at his retirement presentation.



Ron Irwin, managing director, Merrell Dow Pharmaceuticals, (left), presents a carved wall plaque to Robert Clarke, president, Pharmaceutical Society of Northern Ireland. Depicting the society's official crest (C&D, April 4, p628), it was commissioned by the company to celebrate PSNI's 60 years and will hang in the Council chamber

## I'm Flynn — fly me!

Pharmacists wanting fast and cheap flights to and from the Isle of Man will soon be able to "fly the Flynn," so to speak, using pharmacist Charles Flynn's new enterprise — Ellan Vannin Airways, according to a statement he made recently.

Mr Flynn, chairman of Ellan Vannin consortium and the British Pharmacists Association (UK), plans to use the British Airbus 146-200, and run in direct competition to British Midland. He says he's making applications for flight routes to Stanstead, Luton and the Mediterranean, but that it will take at least a year to get "bottoms on seats!"

## Best student

Pharmacist David Docherty has been named best student of the year and received the MSD award, following successful completion of a diploma in agricultural and veterinary pharmacy. He receives an embossed copy of the Merck Veterinary manual.

Other students who completed the diploma successfully are: M.A. Gow, M.I. Mitchelson, K.L. Reynolds, K.L. Stoddart, K. Spragg, J.S. Sullivan and H. Walkley.

## Best interest

Conservative MP for Ynys Môn, Mr Keith Best, is taking his mind off the British Telecom shares issue by expressing concern for pharmacists' liability.

In a written question to Health Minister

Tony Newton, Mr Best asks what guidance is given to pharmacists and their employees as to the nature and extent of their liability to the general public for any advice given in the course of dispensing OTC medicines.

Mr Newton replied that pharmacists are subject to the same duty of care, responsibility, and liability that any professional person accepts, and that the Society issues general guidance in the form of the Code of Ethics.

## APPOINTMENTS

**Sereno Laboratories (UK) Ltd:** Philip Simpson is appointed assistant product manager, filling a gap in the marketing team after Bernie Ruszala's recent promotion to sales manager.

**E G Marketing Ltd:** David Duffee and Carol Juba are appointed sales representatives. Mr Duffee takes responsibility for South London, Kent, Sussex and parts of Hampshire, and Ms Juba takes responsibility for the East Midlands area.

**Chemical Industries Association:** John Cox is appointed director general designate, becoming director general on August 1, following the retirement of Martin Trowbridge. Mr Cox joins the company from Shell International Chemical Co.

**Thomas Kerfoot & Company Ltd:** Charles Savage has been appointed managing director, taking over from Mr Kerfoot who has been acting managing director since the retirement of Joe Donnelly 12 months ago. Mr Savage joins the company after several years, experience in the chemical industry, and most recently working as a freelance management consultant.

Prescription  
for Shingles

**Prescribing information**

**Presentation** Each pink, shield-shaped tablet is impressed "ZOVIRAX 400" on one side and a triangle on the obverse, and contains 400mg acyclovir. **Uses**

Treatment of acute herpes zoster infections. Whilst a beneficial effect of treatment on acute pain has been shown, studies have not yet demonstrated an effect on post-herpetic neuralgia. **Dosage**

**Adults:** Two 400mg tablets five times daily for seven days. Treatment should start as early as possible after rash onset. **Contra-indications**

Contra-indicated in patients known to be hypersensitive to acyclovir.

**Precautions** For patients with severe renal impairment (creatinine clearance less than 10ml/minute) a dose of 800mg twice daily is recommended. For those with creatinine clearance from 10-25ml/minute a dose of 800mg every six to eight hours is recommended. In the elderly, total acyclovir body clearance declines

along with creatinine clearance. Adequate hydration of elderly patients taking high oral doses of Zovirax should be maintained. Special attention should be given to dosage reduction in elderly patients with impaired renal function. Experience in human pregnancy is limited so caution should be exercised in prescribing for pregnant women.

**Side- and adverse effects** Skin rashes have been reported in a few patients receiving Zovirax Tablets; the rashes have resolved on withdrawal of the drug. In trials, the incidence of gastrointestinal events has not been found to differ from placebo.

**Basic NHS cost** 70 tablets (PL3/0227) £119.00.

Further information is available on request.

**The Wellcome Foundation Ltd**  
Crewe, Cheshire

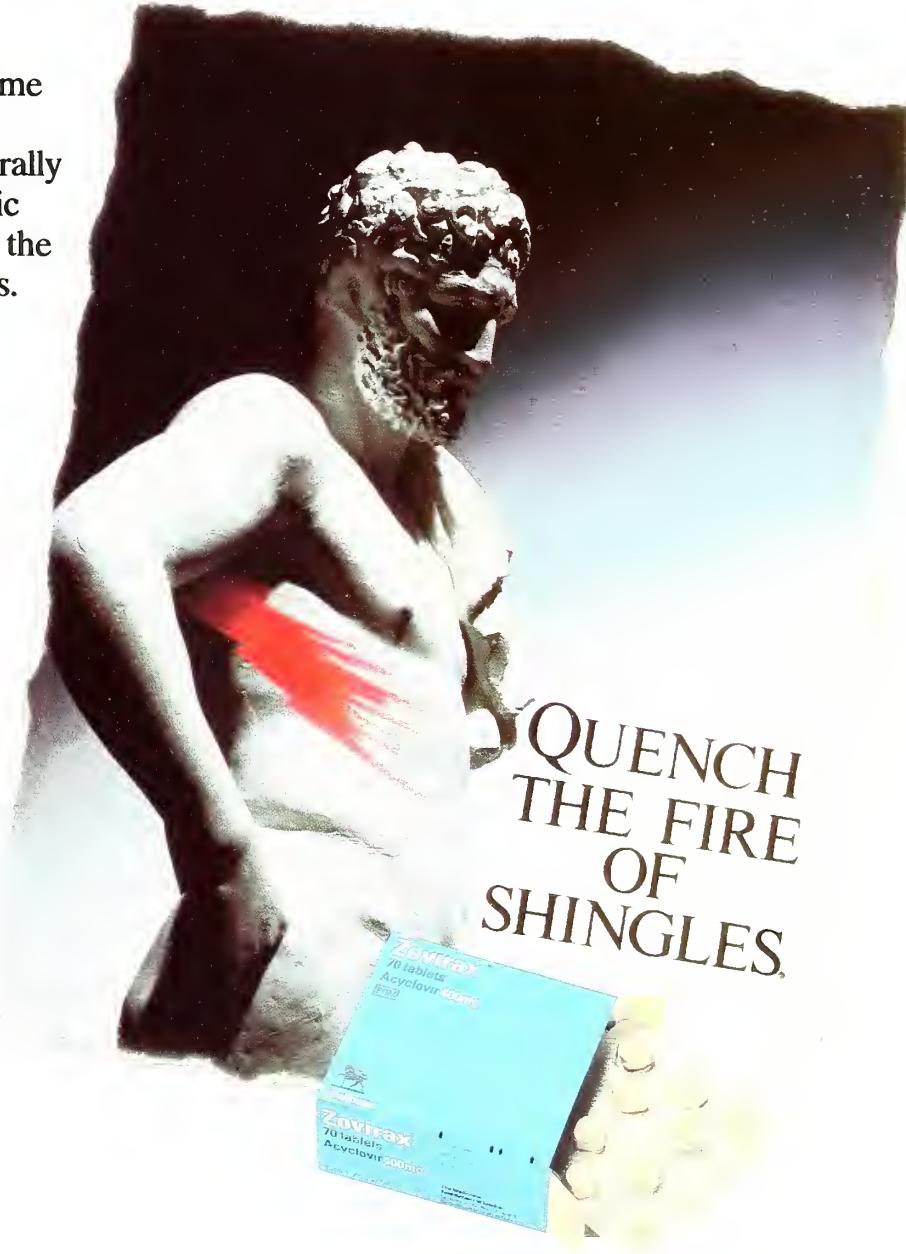


# RX ZOVIRAX 400mg Tabs

ii five times a day 

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introduction of an orally  
administered, specific  
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treatment of shingles.

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treatment, using  
the new 400mg  
tablets, is presented  
as a complete  
course in one pack  
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Shingles Treatment  
Pack. Promotion  
to doctors starts  
immediately and  
supplies are  
available  
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